MAY 8, 1950

BROADCASTING TELECASTING

TECHNOLOGY DEPT.

PUBLIC LIBRARY
MAY - ✓ 1950
DETROIT

WOR is the only major New York station whose nighttime ratings are higher than a year ago!*

It's just another reason why . . .

WOR is first in gross billings – first in number of accounts – first in total audience – first in market coverage – first in news listening – first in mail results – first in sales results.

a year ago!*

**according to March PULSE, new york report*

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The Newsweekly of Radio and Television.

...60 Annually
...$5 every weekly

FASTEST GROWING TWO-YEAR-OLD IN RICHMOND

After two years, television has lost none of its magic in Richmond, though much of its mystery. From the moment WTVR, the South's first TV station, was unveiled it became the most sought-after guest in more homes than set makers could frequently supply.

Today, more than 27,000 Richmond homes are television-equipped and the number continues to grow in beanstalk-like fashion.

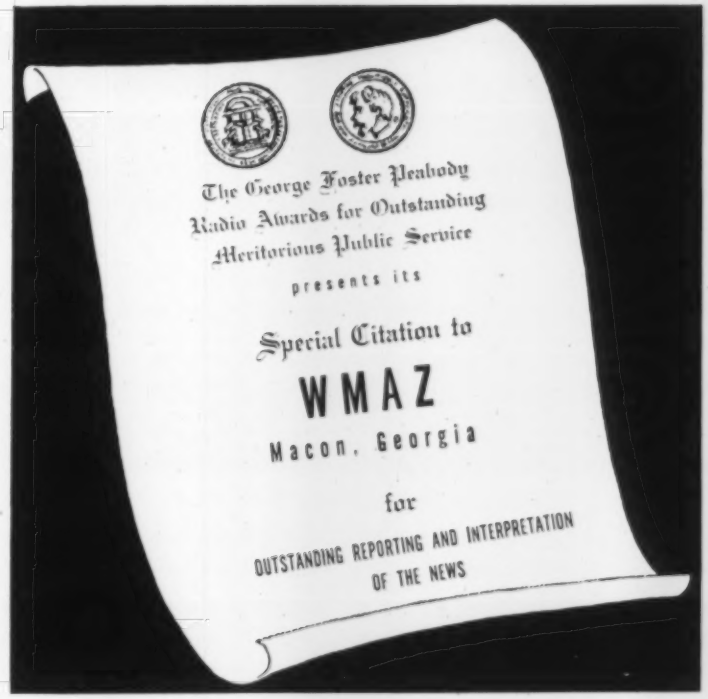
In Richmond your most important step for national sales is to get in step with the Havens & Martin stations, pioneers in AM, TV and FM. Ask your nearest Blair man for particulars.

Havens & Martin Stations are the *only* complete broadcasting institutions in Richmond.

WMBG AM
WTVR TV **FIRST STATIONS OF VIRGINIA**
WCOD FM

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.

ANOTHER NATIONAL AWARD FOR WMAZ



We acknowledge with sincere appreciation, one of the highest honors in broadcasting.

This makes WMAZ the only station in the entire South ever to win both a Du Pont and a Peabody award—top achievements in the field of radio.

We are grateful to the Du Pont and Peabody groups and to those others who have filled our walls with thirty-odd citations and scrolls for service. But our deepest thanks go to the listeners and advertisers whose continued loyalty for 28 years has made all this possible.

10,000 W. • 940 KC • CBS
MEMBER THE GEORGIA TRIO

WMAZ
MACON, GA.

REPRESENTED BY
THE KATZ AGENCY, INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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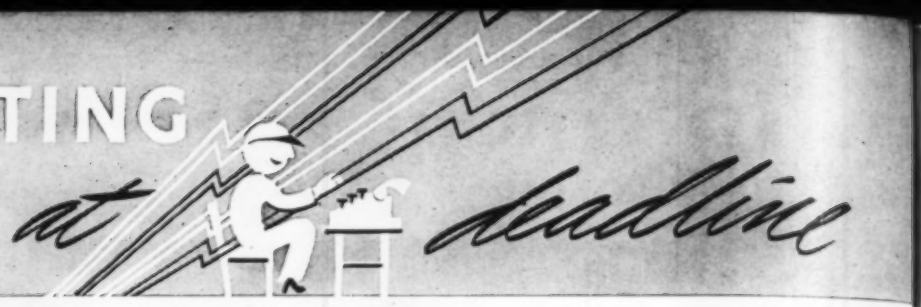
BROADCASTING at deadline



Closed Circuit

CBS SHORTLY will announce new affiliate—WKOW Madison. Wisconsin station is headed by Stewart A. Watson and managed by Ralph A. Ammon, operates on 1070 kc with 10,000 w day, 5,000 w night, is now on MBS and is represented by Headley-Reed.

WITH settlement of strike at Chrysler plant in Detroit, radio advertising plans will be revived in near future. Ruthrauff & Ryan, New York, understood to be preparing spot announcement campaign as well as TV network show for Dodge Division.

NOTE TO AM-is-a-dead-duck zealots: Important group of businessmen, with $2 million bankroll, has commissioned well-known radio firm to find half-dozen network-affiliated stations in Southeast (NBC or CBS preferred). No TV strings are attached, and one acquisition said to be in signing stage.

RMA presidential bee still buzzes but with no indication as to where it will light. There are dozen serious possibilities, but no meeting of nominating committee minds since Gen. Lucius Clay turned them down fortnight ago. When committee does meet, it's certain it will consider such names as FCC Chairman Wayne Coy (who hasn't been formally contacted); Lt. Gen. Edmund B. Gregory, former quartermaster general, and perhaps Ray Cosgrove, now honorary president, who might be prevailed upon to accept on interim basis until heat is off and new funds raised.

WITH UNCONTESTED naming of Frank T. Bow, former counsel of House Select Committee to investigate FCC and ex-Portsmouth, Ohio, newspaperman and commentator (WPAY), as Republican candidate for House from 16th Ohio District, you can look for radio issue to be strongly injected in campaign. His opponent is incumbent Rep. John McSweeney (D-Wooster, Ohio). If elected in November Mr. Bow will introduce resolution to investigate FCC with emphasis on broadcast matters.

SULLIVAN, STAUFFER, COLWELL & BAYLES, New York, has recommended summer spot radio campaign to its client, Lever Brothers, for Lifebuoy soap.

IT'S NIP AND tuck whether Cuba will attend upcoming NARBA conference looking toward equitable distribution of AM broadcast facilities among North American nations. Official and private opinion in Cuba, it's reported, is divided and no determination yet has been reached as to participation after February-March bilateral conference fiasco.

WITH NARBA sessions planned for August in U. S.—probably Washington—talk already has developed concerning possible "TV-NARBA" whereby television facilities would be allocated among North American nations

(Continued on page 78)

Upcoming

May 9: BMB Board meeting, BMB Hdqrs., New York.

May 9-11: Joint Conference on Electronic Components, Dept. of Interior Auditorium, Washington.

May 10-11: CBS Affiliates Advisory Board, 1950 session, CBS Hdqrs., New York.

May 18-20: Georgia Assn. of Broadcasters Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

(Other Upcomings on page 40)

Bulletins

CLARK GRIFFITH, owner of Washington Senators and a founder of American League, said Friday telecasting of team's games would be discontinued next year, and said he anticipates similar action by other major league teams. He cited recent attendance at games as reason.

MBS has total of 950 local and regional sponsors for *Game of the Day*, Monday through Saturday baseball series, Bert Hauser, MBS research director, announced Friday.

HOUSE APPROVAL GIVEN FCC BUDGET

FCC budget of $6,600,000 for 1950-51 approved Friday without amendment in House consideration of overall appropriations for fiscal year beginning July 1. Budget awaits routine House passage of package bill, then goes to Senate where Appropriations subcommittee hearings temporarily disrupted. No schedule set for FCC appearance. Group holding own sessions preparatory to study of House bill.

FCC operating budget cut estimated $227,000 below this year's figure, $287,000 under President's budget estimates, though Commission is given additional $25,000 for employment of outside consultants to plan staff reorganization program. "Cut" stems from fact that FCC must absorb salary and per diem boosts provided by Congress in 1949. [BROADCASTING, March 27].

D. C. LOCAL NETWORK

FORMATION of Metropolitan Network by five Washington (D. C.) area daytime stations to offer programs for joint sale was announced Friday. Network at outset will offer one-hour program daily: 7-8 p.m. musical show originated by WARL Arlington, Va. and picked up from WARL-FM and rebroadcast by other network members—WPIX Alexandria, Va., WFAX Falls Church, Va., WGAY Silver Spring, Md., and WBCC Bethesda-Chevy Chase, Md. Negotiations for formation of network were handled by Howard B. Hayes, WPIK; Raymond W. Baker, WARL; Joseph L. Brechner, WGAY; Lamar A. Newcomb, WFAX; Willard D. Egolf, WBCC.

Business Briefly

SHAMPOO PROSPECT ● Joseph H. Katz Co., New York, looking over availabilities for possible radio campaign on behalf of Mini-Poo shampoo.

LOOKING OVER TV ● Illinois Meat Co. through Arthur Meyerhoff, Chicago, thinking of buying TV spot series starting in New York and Chicago next fall.

DAIRY SPOTS ● Fletcher D. Richards, New York, preparing four-week spot announcement campaign for Foremost Dairies, Jacksonville (Triple Goodness ice cream bars).

GENERAL FOODS BREAKS ● General Foods, New York (Post Sugar Crisp), has bought one-minute station breaks in 14 cities, starting today (Monday), five to seven weeks. Agency, Benton & Bowles, New York.

COY, WALKER ADVOCATE IMPROVED PROGRAMMING

NATIONWIDE campaign by listeners and lookers to improve radio-TV programming advocated by FCC Chairman Wayne Coy and Vice Chairman Paul A. Walker Friday in speeches at Institute for Education by Radio, Columbus, Ohio (also see early story page 26).

"It is high time for the American radio listener to stop being a Casper Milquetoast," Chairman Coy said in transcribed speech urging formation of listener councils. "It is time for him to stop accepting supinely anything the broadcaster chooses to dole out to him or snapping off the switch and sulking silently. . . . Broadcasting is too important to be left to the broadcasters. The listener—not the broadcaster, not the advertiser and not the government—is the most important party in the American system of free radio."

Comr. Walker, on educational TV panel, questioned wisdom of spending billions on education and yet permitting TV to be "employed extremely for time-wasting, numbing or shoddy entertainment, crime and horror, while educational programs are given short shrift." TV's advent, he suggested, marks time for government, public, and industry to "re-examine the public service standards of broadcasting."

He was "personally anxious to see some provision for noncommercial educational [TV] stations," and suggested educators might prepare for TV operation by starting with FM. "We are going to need sound broadcasting no matter how television expands," he said.

Chairman Coy reiterated hope that TV freeze may be lifted by year's end. Comr. Walker thought "thaw" may bring one of biggest booms in American industrial history with possibility of 2,000 stations on air in five years if construction can resume early next year.

MEDIA POST TO HACKETT

JOHN J. HACKETT, formerly with media department of Calkins & Holden, has joined Marschalk & Pratt, New York, as assistant media director.

IN DETROIT . . .

MORE POWER

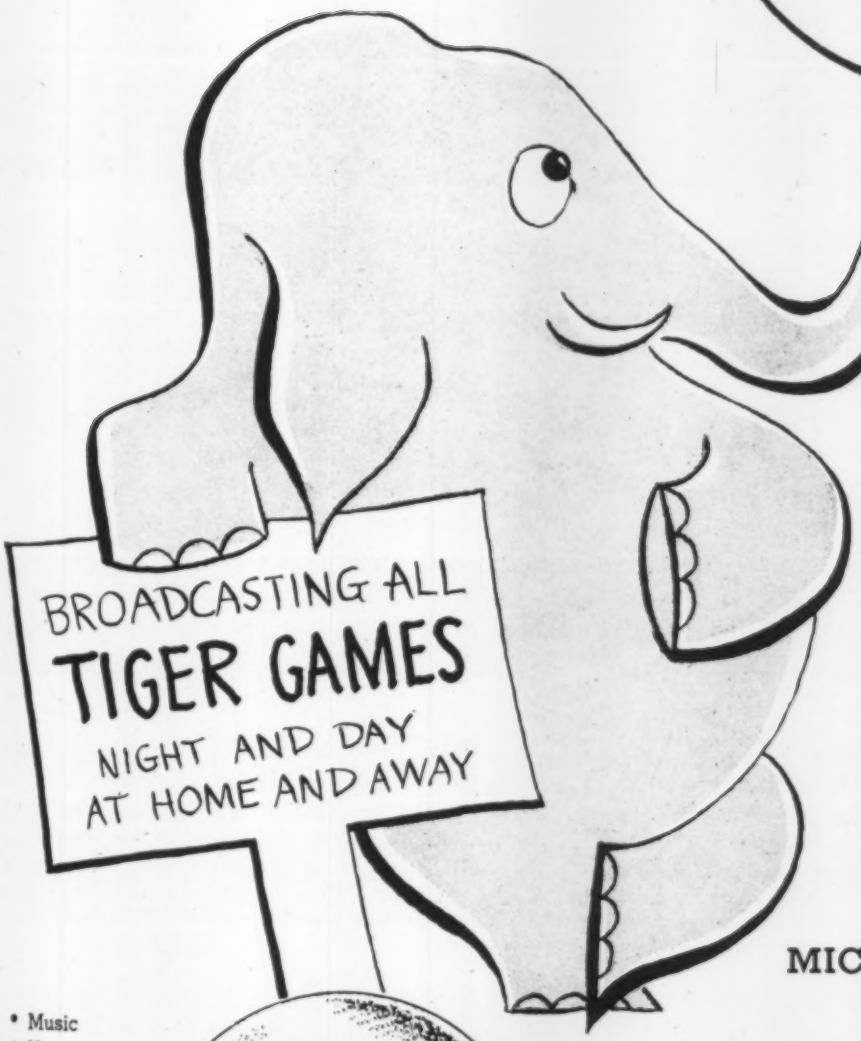
for

WKMH

now . . .

5000

WATTS



MICHIGAN'S MOST POWERFUL INDEPENDENT

- Music
- News
- Sports

5000 WATTS

WKMH

1310 KC

Multiply by five that aggressive sales job WKMH did as a thousand-watt fulltimer. Now 5000 watts, there's plenty of power for Detroit and a lot to spare for bonus areas. You liked that 33¢ per 1000 before. You know what five times more power means. . .more listeners, more times, less cost. Weed's got the story. Get it today.

BONUS: Ann Arbor, Pontiac, Ypsilanti Toledo and Sandusky, Ohio.

Fred A. Knorr
President & Gen. Mgr.

Weed and company
National Representatives

the *Long Island* story

LATEST CONLAN RADIO REPORT
— SHARE OF AUDIENCE —

	Morning Periods	Afternoon Periods
"A" Network—50 Kw.	27.6	26.5
WHLI	**26.7**	**25.9**
"B" Network—50 Kw.	10.2	8.1
"C" Network—50 Kw.	14.3	14.3
"D" Network—50 Kw.	10.8	13.1
"E" Independent—50 Kw.	2.0	2.2
"F" Independent—10 Kw.	2.3	1.5
All Others—FM-TV	6.1	8.4

Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

• AND IN HEMPSTEAD 63% B M B •

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, *President*

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
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Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

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EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson, *Senior Associate Editor.***

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

with great pride

WWJ AM-FM

ACKNOWLEDGES RECEIPT OF THE

George Foster Peabody Award for 1949

"For outstanding public service by a regional station . . . in at least four series of programs."

Protect Your Child . . . . *"An intelligent approach to sex crimes."*

The Best Weapon . . . . . *"Dealt wisely, but not alarmingly, with the polio epidemic."*

Meet Your Congress . . . *"Brought . . . an understanding of problems and issues of joint interest."*

World Forum . . . . . *"Carried listeners beyond national horizons."*

WWJ was also the proud recipient of the coveted Alfred I. du Pont Award for 1949

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

ANY ADVERTISER

Can...

MOST ADVERTISERS

Should...

USE

SPOT RADIO

ON APRIL 28, 1950, the headquarters of Edward Petry & Co., Inc., moved to the new office building at 488 Madison Avenue. The new telephone is MUrray Hill 8-0200.

Our new enlarged headquarters, our increased staffs and our new departments are designed to give the maximum in efficient service to advertisers, advertising agencies and the stations we represent.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

Represented Nationally by

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

Radio is the biggest thing in Boston!

Boston is Boston... and there's no place like it. Take radio. Today 99.2% of all homes in metropolitan Boston—the largest percent for any city area in the world—are *radio* homes.

More Boston families are listening than ever before. In 1948, there were 210,599 families listening to radio during the average evening quarter hour between 6 PM and midnight, all week long. In 1950, there are 229,077... a 9% increase! And...

WEEI is the biggest thing in Boston radio. Bigger than ever! Today, the number of families listening to WEEI during the average quarter hour between 6 and 8 PM is *50% greater* than in 1948. Between 8 and 10 PM—*20% greater*. Between 10 PM and midnight—*43% greater*. Today, WEEI delivers not only more listeners than any other Boston station—but also bigger audiences than ever. And WEEI sponsors get more for their money than ever before!

Sources: BMB, 1949; Pulse of Boston, Jan.—Feb., 1950

The station is

WEEI

Columbia's Friendly Voice in Boston
Columbia Owned

Agencies

WILLIAM J. GREEN, formerly radio director for Knollin Adv., Los Angeles, and before that production manager of WRNL Richmond, Va., named radio and television director of Lewis Edwin Ryan Adv., Washington. **BETTE MURPHY** appointed radio and TV copy chief. **GORDON MANCHESTER,** formerly radio director, becomes fulltime account executive.

ROBERT W. ROBB, formerly with N. W. Ayer & Son Inc., joins Calkins Holden, Carlock, McClintock & Smith Inc., New York, as director of public relations.

EDWARD MOTTERN, copy chief of Raymond Spector Co., New York, appointed vice president in charge of all creative activities. He joined firm year ago after having been member of plans board of Roy Durstine Inc.

Mr. Mottern

CHARLES F. METZGER joins copy staff of Grant Adv. Inc., New York. He was previously associated with Vick Chemical Co., New York.

R. R. RULLMAN appointed vice president in charge of Los Angeles office of Caples Co. He was previously manager of same office.

IRVING LEHRER, formerly head of his own public relations organization in New York, appointed director of public relations and sales promotion for Brisacher, Wheeler & Staff, San Francisco. He also will work with New York and Los Angeles branches of agency.

LINCOLN LEWIS SCHEURLE joins television-radio division of Hugo Wagenseil & Assoc., Dayton. He was with CBS for three years and is experienced television-radio producer-director-writer.

JAMES T. SHAW joins Henri, Hurst & McDonald, Chicago, as assistant radio and television director. He formerly was producer at Brand Productions, same city, handling *Action Autographs* on ABC-TV.

FRANK H. BARR appointed vice president and general manager of Harry R. Despard Adv. Ltd., Toronto.

RICHARD M. DUNN, radio and television producer-director with N. W. Ayer & Son for past nine years, named manager of radio and television department of Stockton-West-Burkhart Inc., Cincinnati. After month in Cincinnati, he will headquarter at agency's New York office, to be opened about June 1.

GLADYS BLAIR, account executive at J. Walter Thompson Co., Chicago, elected president of Women's Advertising Club of Chicago for next year. Serving with her are **Mrs. LAURA OMAN,** J. R. Pershall Co., first vice president; **Mrs. JEAN SIMPSON,** Leo Burnett Co., second vice president; **LEONA MURPHY,** Glenn, Jordan, Stoetzel Inc., recording secretary, and **KATHARINE FITZSIMMONS,** McCann-Erickson, treasurer.

CLARENCE E. BURDETTE, formerly with Foster & Kleiser Adv., Los Angeles, joins Campbell-Ewald Co., Los Angeles, as account executive.

GILMAN SULLIVAN, former vice president and account executive of Federal Adv. Agency, New York, joins Geyer, Newell & Ganger as assistant to president.

WARNER M. WILSON, formerly with Foote, Cone & Belding, joins Dancer-Fitzgerald-Sample, New York, as account executive.

DEANE E. WITT appointed to new business department of Fred Gardner Co., New York.

ANDERSON, BEVER, GRANT Inc. formed in Los Angeles by **K. W. ANDERSON,** formerly owner of Anderson Adv.; **GLENN BEVER,** formerly president and general manager, American Releasing Corp. (TV film releasing agency), and **U. S. GRANT** of U. S. Grant Supply Corp. Mr. Anderson acts as president; Mr. Bever and Mr. Grant as vice presidents. Offices are at 2900 East 11th St. Phone: Angelus 3-7171.

JOHN CHRIST, formerly radio director and producer, J. Walter Thompson Co., Hollywood, joins The Bogerts as radio and television director. Mr. Christ had been with Thompson Co. for past 20 years, first joining New York office of agency.

COMMERCIAL RADIO SERVICE, New York, changes name to **Luotto Adv. Agency.**

TURNER, LEACH & Co. formed by **HAWLEY TURNER,** former vice president of Lennen & Mitchell, and **DONALD A. LEACH,** former head of Lindstrom,

(Continued on page 21)

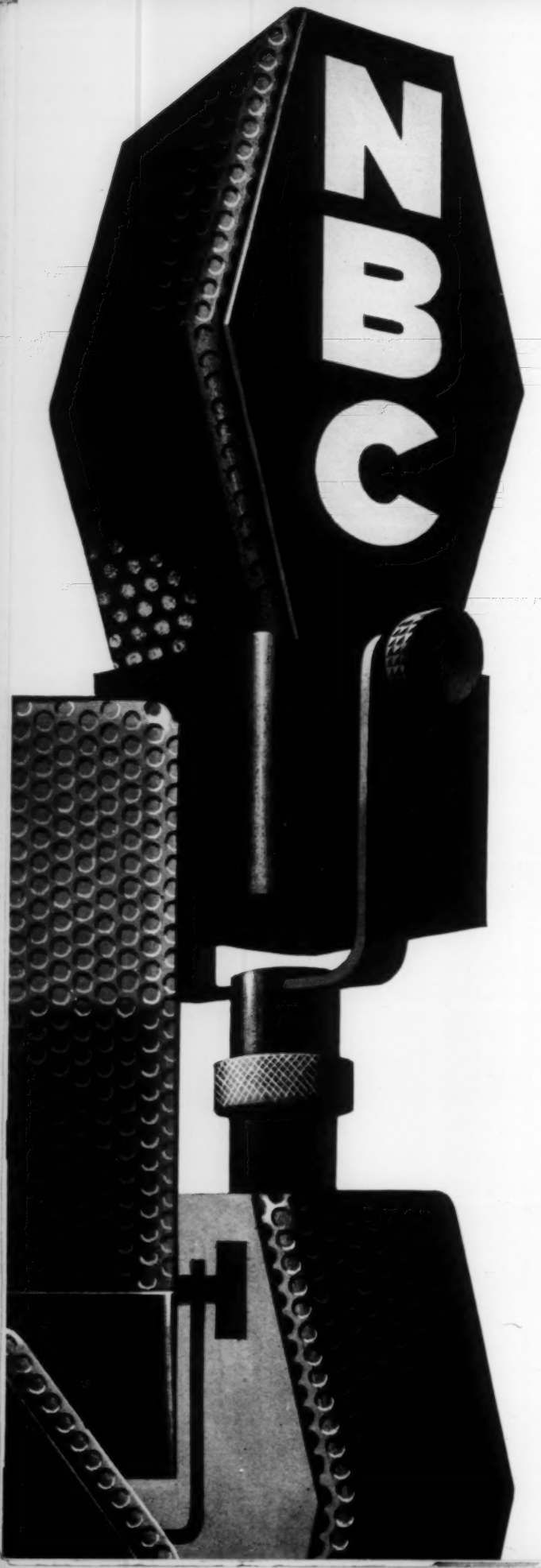
TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.



TODAY Network Radio is the *only* medium that's 95% as big as America — 40,700,000 radio families, up 12 million in 10 years—and 86 million sets, twice the 1940 total. It is a *selling* force of fabulous appeal and influence.

And as always in Network Radio—the first choice is NBC. Because NBC is Bigger, Busier, More Economical.

Today, more than ever to s

BIGGER According to Broadcast Measurement Bureau, Study No. 2, NBC has the biggest audience in all radio—day and night.

Specifically: the combined total *weekly* daytime audience of the stations of the NBC Network is 35,430,000 families—3,000,000 more than the second network. At night the figure is 37,750,000 and that's 4,870,000 more than the second network.

NBC's margin of leadership on the basis of *daily* audience is 12% more families daytime and 14% more families at night than the next network.

BUSIER In 1949, advertisers invested more money in NBC than in any other network.

And in 1950, advertisers are again making NBC their first choice. One recent record-breaking example: General Mills has signed with NBC to sponsor 65 evening half-hour programs to run through the summer.

More Economical NBC today costs about 15% less per 1,000 homes reached than it did 10 years ago.

Even more important to the advertiser: NBC today reaches more people at lower cost than any other national advertising medium—including the other networks.

ever to sell America you need **NBC**

America's No. 1 Advertising Medium

A service of Radio Corporation of America

WDSU
NEW ORLEANS
Announces

That with its new facilities, it is completely equipped to produce both local and network radio shows. Far from selling radio short, WDSU has devoted almost 50% of its new Studio Building to spacious, well-planned AM studios and equipment.

"DIXIE JAMBAKE"—ABC Network—April 24th

Ask Your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

New Business

DAVID EVANS COFFEE Co. purchases *Korn Kobblers* quarter-hour disc series from Frederic W. Ziv Co. for five-weekly use 52 weeks, in 20 midwestern markets. Agency, Gardner Adv., St. Louis.

MIDLAND MFG. Co. (plastic toys) appoints Denman & Betteridge Inc., Detroit, to handle its advertising. Early plans call for test of television in several Midwestern markets. **Harry W. Betteridge** is account executive.

ACACIA MUTUAL LIFE INSURANCE Co., Washington, is mapping radio-TV spot campaign in all major markets served by firm. Radio announcements are 20-second spots; TV, one-minute. Possibility of extending campaign to other states, to total of 38, by next year. Acacia appoints Lewis Ryan Adv., Washington, as its agency. **Gordon Manchester** is account executive.

KWIKLY Inc., Los Angeles (food processors), through Charles Ross Adv., that city, will expend $50,000 for three months' radio and television campaign to start about May 15 in Southern California markets to introduce its processed Italian style spaghetti and meat balls.

H. P. HOOD & Sons Inc. (dairy chain) purchases *Time for Beany*, Paramount TV Network's across-the-board children's show. Beginning June 5, for 26 weeks, dairy company will sponsor show on three New England stations, WNAC-TV Boston, WJAR-TV Providence and WNHC-TV New Haven. Harold Cabot & Co., Boston, is agency.

Network Accounts . . .

UNITED STATES STEEL will renew sponsorship of *The Theatre Guild on the Air*, on NBC, Saturday, 8:30-9:30 p.m., beginning Sept. 10 for 39-week period. Current series of program goes off the air for summer hiatus on June 4. On following Saturday, (June 11) U. S. Steel will sponsor NBC Symphony Orchestra as summer replacement in same time slot, for 13 weeks. BBDO, New York, is agency for U. S. Steel.

FRIGIDAIRE Div. of General Motors will sponsor Bob Hope's second telecast Saturday, May 27, with one and one-half hour show on NBC-TV from New York. Variety program is scheduled to start at 10 p.m., CST, and will replace New York portion of *Saturday Revue*. Show will be aired live on 29 stations and by kinescope on 28. Foote, Cone & Belding is agency.

SEEMAN BROS. Inc. (Air-Wick) signs 52-week renewal contract with ABC continuing its sponsorship of *Monday Morning Headlines* over 261 stations, Sunday, 6:15-6:30 p.m., EDT.

LINCOLN-MERCURY'S *Toast of the Town*, CBS-TV, Sunday, 8-9 p.m., adds seven new outlets, which brings to 31 total number of stations carrying show. New stations are: WDAF-TV Kansas City, Mo., WKY-TV Oklahoma City, KOTV (TV) Tulsa, KRLD-TV Dallas, WMCT (TV) Memphis, KLEE-TV Houston and WDSU-TV New Orleans.

NORTHERN CALIFORNIA CHEVROLET DEALERS sign through Campbell-Ewald Co., San Francisco, for sponsorship of Dave Scofield's thrice-weekly newscasts on 11 Northern California Don Lee stations.

ADVANCE PATTERN Co., ARTHUR BIER & Co., SCHWARZENBACH HUBER Co., B. BLUMENTHAL & Co. and **PHILBECK Corp.** sponsor *Sewing Can Be Fun* on CBS-TV, Mon., Wed., Fri., 3:45-4 p.m.

COLGATE-PALMOLIVE-PEET Co., through William Esty, New York, purchases series of spot announcements for two of its detergents, Fab and Vel, over Alaska Broadcasting System network.

Adpeople . . .

JACK PETTERSEN, former advertising and sales promotion manager of G. E. Supply Corp., Chicago, appointed assistant advertising manager of Motorola Inc. At same time **N. H. (Terry) TERWILLIGER**, with company for past year, appointed sales promotion manager.

GERRY BRANT, formerly director of advertising for National Assn. of Manufacturers, named promotion director of Tea Bureau Inc.

***your perfect customer prospect:**

***she's going . . . . . bye . . . buy!**

transit radio

NOW AVAILABLE IN ALL THESE MARKETS (AND COMING SOON IN SCORES OF OTHERS)

Allentown, Pa. WFMZ
Baltimore, Md. WMAR-FM
Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D.C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul
Omaha, Neb. KBON-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Trenton, N.J. WTOA
Washington, D.C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

Now you can reach a radio audience in transit – Workers – Shoppers – while they are on their way to earn money or spend money!

Transit Radio is the new, economical effective way to: • deliver your commercials within minutes of point of purchase • reach listeners with all the impact of the spoken voice • get a counted, guaranteed audience of transit riders and the FM home audience which is great now and growing larger • make every advertising dollar count, at the lowest cost-per-thousand.

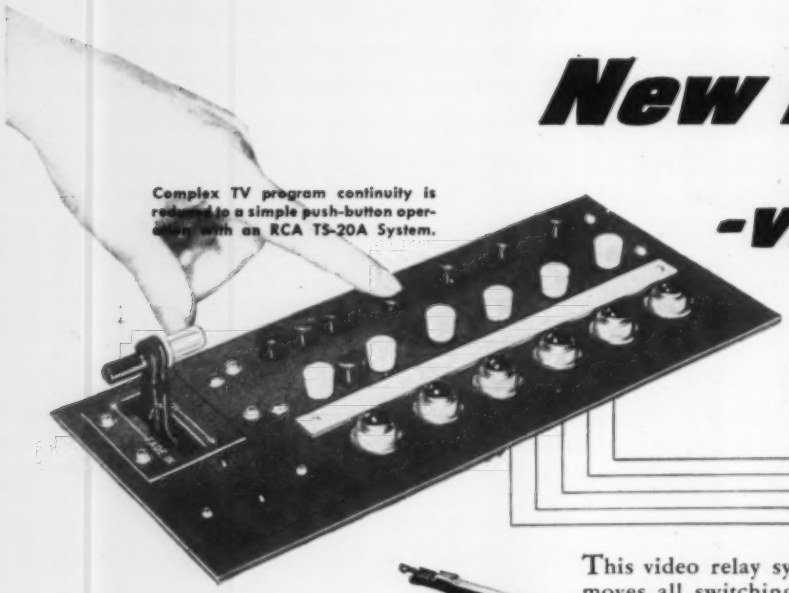
For full information—rates, audience, success stories, sample schedules—call or write

KXOK FM
transit radio

TRANSIT RADIO, INC., NATIONAL REPRESENTATIVES 12th AND DELMAR • ST. LOUIS 1, MISSOURI • CHESTNUT 3700

250 PARK AVE., NEW YORK, N.Y.—MU.H. 8-3780 • 35 E. WACKER DR., CHICAGO, ILLINOIS—FINANCIAL 6-4281 • UNION TRUST BLDG., CINCINNATI, OHIO—DUNBAR 7775

New Era in Video -via REMOTE



Complex TV program continuity is reduced to a simple push-button operation with an RCA TS-20A System.

This Relay Switching System does what RCA's Audio Relay Systems have

This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation—no matter where you set up your units. It provides unlimited flexibility—enables you to add facilities as your station grows, *without losing a penny's worth of your original equipment investment.*

Actual switching in the RCA TS-20A system is done by d-c operated relays *located in the video line itself!* Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap

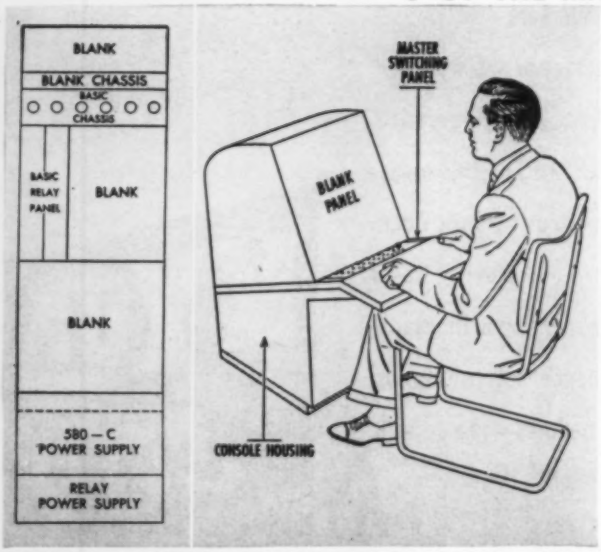
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

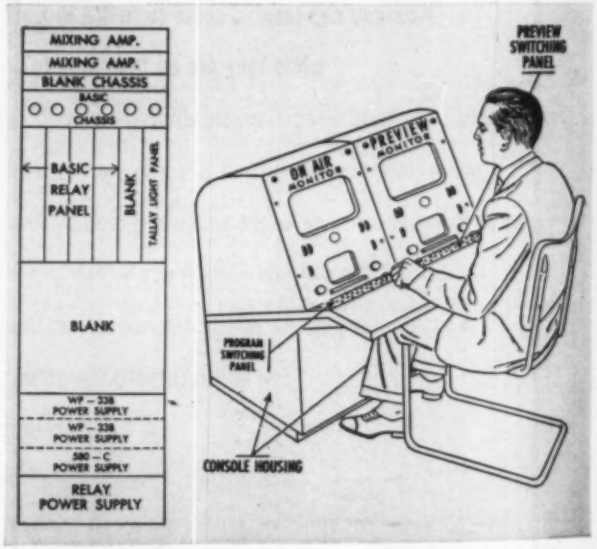
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

3 OF THE MANY ADD-A-UNIT SET-UPS POSSIBLE WITH



1. Minimum Master Control arrangement. Combines simple operation with economy. Provides switching of 6 inputs to either of 2 outputs.



2. Simple Studio Control layout. Additional facilities include: Preview monitoring and line monitoring, fades, lap dissolves, and superimposition.

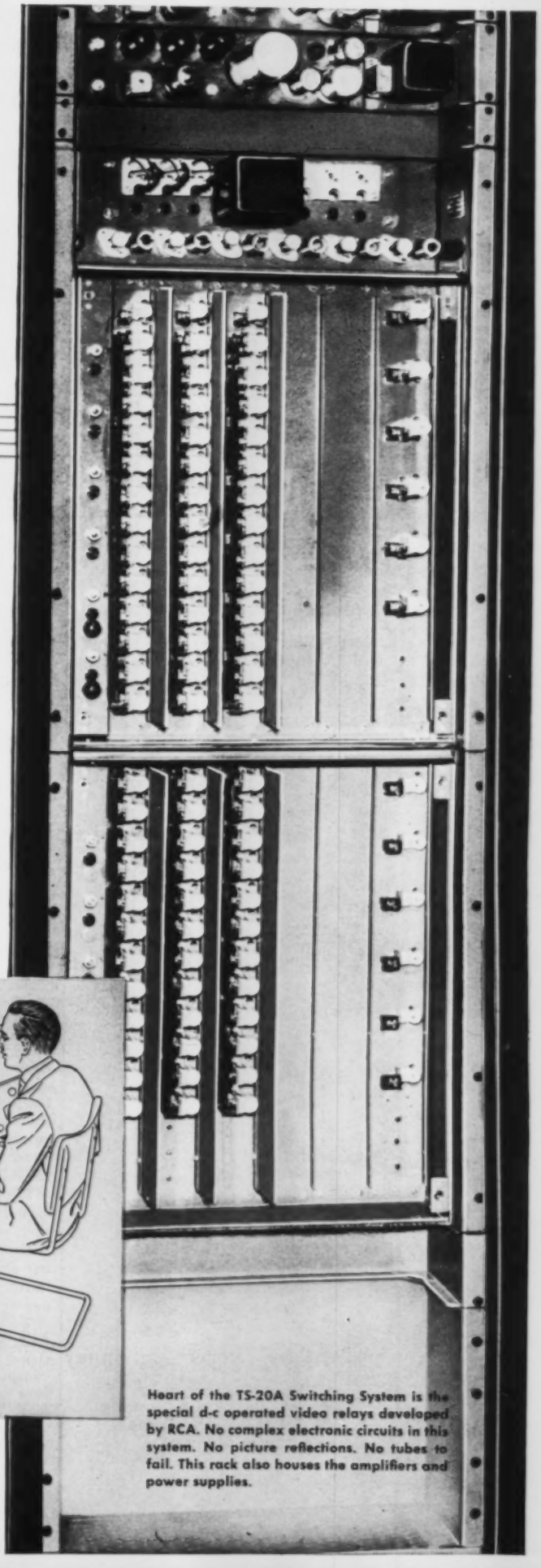
Switching RELAYS!

for TV master or studio control done for aural broadcasting.

dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching *and presetting*, so that the sound switches with the picture *automatically!*

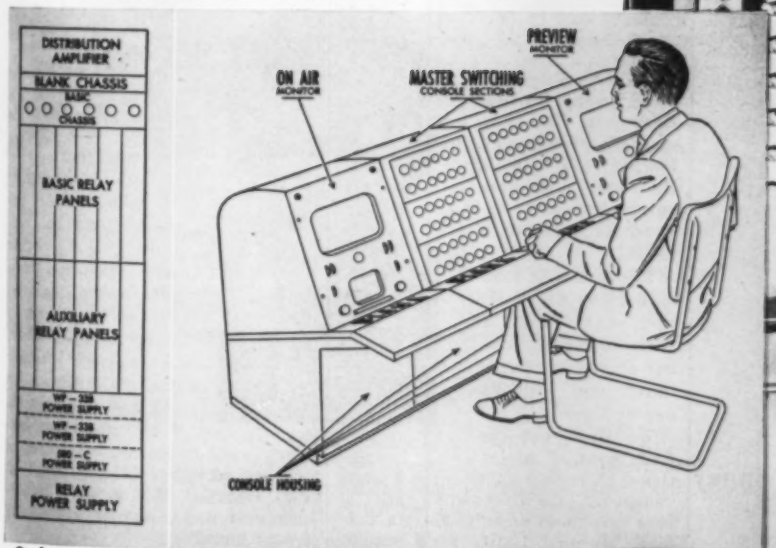
• • •

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. **19 EB**, RCA Engineering Products, Camden, N. J.



Heart of the TS-20A Switching System is the special d-c operated video relays developed by RCA. No complex electronic circuits in this system. No picture reflections. No tubes to fail. This rack also houses the amplifiers and power supplies.

RCA'S TS-20A SYSTEM.



3. A more elaborate master control room set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.

Mr. Advertiser . . .

In Cleveland, it's now

WDOK

Serving . . .
Ohio's 1st Market
24 Hours A Day

5000 *watts fulltime*

1260 *kilocycles*

Represented by Everett-McKinney

Feature of the Week

TWO sportscasts and a three-hour record show have combined to make Don Dahl, staff announcer at KDAL Duluth, Minn., the triple-threat star of radio in the western Great Lakes region.

With his two daily *On the Line* sportscasts, the "Minnesota Irishman" keeps a finger on the high school and college sports pulse in the KDAL tri-state listening area. Station reports he has built up a large following, particularly in the rural, small-school regions, through which he has made repeated trips.

These journeys into the "hinterland" permit Mr. Dahl to interview coaches, talk shop with outstanding athletes and for station-fan relations, giving him the chance to address school gatherings.

Mr. Dahl's brain child, however, is the KDAL "Band Stand," a completely portable turn-table and p. a. system that brings the name bands, via recordings, to the area's teen-age dances. He thought up the idea as host on KDAL's three-hour *Open House* record show each Saturday afternoon. Proof of the show's draw, KDAL reports, is the flow of more than 4,000 letters received each month, all on a write-in request basis, and advance bookings for "Band Stand" throughout the northern portions of Wisconsin, Michigan and Minnesota.

On stage ready to present his KDAL "Band Stand" is Don Dahl.

With all these matters to keep tabs on, the versatile Mr. Dahl sees no let up in the future, reports KDAL. The "Band Stand" has hit its stride and Mr. Dahl now spends at least two nights a week entertaining enthusiastic teen-agers.

On All Accounts

AROUND Salt Lake City it has been said of Ed Kash of the David W. Evans Advertising Agency: "For one guy he sure casts a large shadow in radio and television circles." Edward Ellery Kash has been casting such a shadow in Utah's capital for only two years, but in that short space of time he has won several citations. Included was grand first prize for group beamed radio programs in the National Retail Dry Goods Assn. radio contest taken by one of the agency's clients.

Despite his comparatively brief service in Utah radio, Ed stands out for his capability in the field and also has become a recognized leader in television.

The course he took to achieve his position has been a varied one and, looking at the record, a harsh and arduous one at times.

Ed Kash got his first taste of advertising by selling space for a college yearbook. He attended Cornell U. as a freshman and St. Mary's College, Moraga, Calif., as a sophomore. Ed then went to the Pasadena Community Playhouse. From there he took a job as announcer at a Southern California station and later left for a writer-announcer spot at another outlet.

Next, he accepted a production job at XMHA Shanghai, China. Showing his ability to inject a little American blood into what had been British dominated programming, he convinced a British brewery it should sponsor baseball broadcasts of an American league made up of American businessmen, the Navy's Yangtze Patrol, Chinese and Japanese teams. Broadcast simultaneously on long-wave and shortwave, the games were heard in China, Japan and even in Singapore.

ED

In addition, Ed recalls the Ewo Brewery increased its sales tremendously in China and opened up new sales outlets in areas never before attempted.

In 1941 Ed wrote and produced *Commentator's Clearing House*, a weekly news show on which American foreign correspondents in China collaborated. This program attracted the attention of Generalissimo Chiang Kai-shek who retained Ed to write a 15-minute show to be broadcast weekly from Chungking.

Ed vacated China just before the outbreak of war and was in Manila the day of Pearl Harbor. He later became co-director of the *Voice of Freedom* broadcast which origin-

NETWORK BOXSCORE

Number of commercials on four nationwide networks, March 31	267
Number of commercials starting on networks during April	7
Number of commercials dropped from networks during April	6
Number of commercials on four nationwide networks April 30	268

April Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
General Foods	Brooklyn Dodgers Home Games	CBS	Sat. afternoons	Young & Rubicam
Longines-Wittnauer Watch Co.	Festival of Song & Choraliers	CBS	Sun., 2-2:30 p.m.	Victor Bennett
Pillsbury Mills	Arthur Godfrey	CBS	M.W.F., 10:15-10:30 a.m.	Leo Burnett
Richfield Oil Corp.	Escape	CBS	Fri., 10-10:30 p.m.	Morey, Humm & Johnstone Inc.
Colgate-Palmolive-Peet Co.	Strike It Rich	CBS	Mon. Fri., 3:30-4 p.m.	William Esty
Brock Candy Co.	Brock Bar Ranch	CBS	Sat., 7-7:30 p.m.	Liller, Neal & Battle
Campbell Soup Co.	Double or Nothing	NBC	Mon.-Fri., 10:30-11 a.m.	Ward Wheelock

April Deletions

Borden Co.	County Fair	CBS	Sat., 2-2:30 p.m.	Kenyon & Eckhardt
Toni Co.	Arthur Godfrey	CBS	T. Th., 10:15-10:30 p.m.	Foote, Cone & Belding
Wm. H. Wise & Co.	Get More Out of Life	CBS	Sat., 2:30-3 p.m.	Thwing & Altman
Libby, McNeill & Libby	My True Story	ABC	M.W.F., 10-10:25 a.m.	J. Walter Thompson
Anahist Corp.	True or False	MBS	Sat., 5-5:30 p.m.	Foote, Cone & Belding
Whitehall Pharmacal Co.	Hollywood Star Theatre	NBC	Sat., 8-8:30 p.m.	Sullivan, Stauffer, Colwell & Bayles

April One-Timers

Hotpoint Inc.	Dinner at Eight	CBS	April 9, 5-6 p.m.	Maxon Inc.
General Mills	Welcome Back Baseball	CBS	April 15, 10-10:30 p.m.	Knox Reeves
Ford Motor Co.	Lum 'n' Abner	CBS	April 12, 19, 10:30-11 p.m.	J. Walter Thompson
Ford Motor Co.	Pursuit	CBS	April 18, 10:30-11 p.m.	J. Walter Thompson
Ford Motor Co.	Adventures of Philip Marlowe	CBS	April 11, 10-10:30 p.m.	J. Walter Thompson
Ford Motor Co.	Broadway's My Beat	CBS	April 21, 9:30-10 p.m.	J. Walter Thompson
Gifts By Mail Inc.	Modern Romances	ABC	April 18, 11, 4, 11-11:30 a.m.	Huber Hoge & Son
Ford Motor Co.	Date With Judy	ABC	April 20, 8:30-9 p.m.	J. Walter Thompson
Ford Motor Co.	Blondie	ABC	April 13, 8-8:30 p.m.	J. Walter Thompson
General Mills	Welcome Back Baseball	MBS	April 16, 7-7:30 p.m.	Knox Reeves
Ford Motor Co.	Dangerous Assignment	NBC	April 10, 24, 10:30-11 p.m.	J. Walter Thompson

ated at Corregidor. At the time of the Corregidor surrender he was among those captured.

For 42 months Ed was a prisoner of the Japanese. After being released from Toyama pirson in Japan, it took him two years to recover.

Deciding to return to radio work, he joined David W. Evans Advertising Agency, in early 1948. In his two years there he has been responsible largely for the firm's winning five first, two second and two third place awards in the National Retail Dry Goods Assn. radio competition, plus BAB's special commendation for best overall radio job for retail store advertising in 1948 and the grand first prize for group beamed radio programs in 1949. The client was ZCMI, classed as an outstanding department store.

Makes Hollywood Study

Ed supervises all radio and TV activities for the Evans agency in a department which has grown from one (himself) to four people. Only a short time ago he spent considerable time in Hollywood studying television technique.

The 26 accounts he directs include leading business houses of the area and cover a wide range of products. To mention only a few who use radio, in addition to ZCMI and ZCMI Wholesale Distributors: Milk White frozen chicken, Milk White eggs, Rheem Mfg. Co., State Savings & Loan Assn., Utah-Idaho Sugar Co., Utah Lumber Distributor, Utah Symphony Orchestra Assn.

Ed says he finds little time for clubs because of his agency demands but manages to get to an Ad Club meeting occasionally and is a member of the Disabled American Veterans.

Ed found time eight months ago, however, to take an important step in his life—marriage. His wife, the former Miss Von Ekins, in her own right is a talented radio and television personality.

For a hobby, Ed dabbles in the kitchen, brought on partially by his conviction that he could, someday, be a great amateur chef.

Carolyn Turner

CAROLYN TURNER, 46, senior timebuyer of radio and television for Young & Rubicam, New York, died Saturday, April 29, at Harkness Pavilion, New York. She had been with the agency for the past eight years. Surviving are her parents, Mr. & Mrs. Henry C. Turner Sr.; a sister, Mrs. John Guyon, and a brother, Henry C. Turner Jr.

HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

Out of 47 West Coast regional shows

"THE CISCO KID"

*"Cisco Kid" moved up to... 9.4
(Third place... a tie... in December, 1949)

from... 8.9
(Fourth position... achieved in November, 1949)

For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!

*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday... and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

'Spot' Breakdown

EDITOR, BROADCASTING:

I am very much interested in your article "Spot's All-Time High" . . . April 17 issue of BROADCASTING with particular regard to spot radio expenditures.

Our management is very much interested in the activity in this medium, not only as to total expenditures for product groups, but by total expenditures for individual products or companies.

D. E. Velso
Advertising Dept.
Lever Bros. Co.
New York

[EDITOR'S NOTE: Next spot survey will be geared to include this data.]

* * *

Cites Duty to Farmers

EDITOR, BROADCASTING:

. . . Radio can greatly benefit the farmers and ranchers in the fight against soil erosion across the nation. And, personally, I believe soil and agriculture work is one place where about 75% of the nation's stations are falling down on the job. If we don't support and help our nation's farmers and ranchers the backbone of our national economy will have a tendency to collapse. Then what happens to US? . . .

Jim Hairgrove
General Manager
KFRD Rosenberg, Tex.

[EDITOR'S NOTE: Story on KFRD winning a small stations' Scripps-Howard award for soil conservation efforts is in this issue.]

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Sears' Promotion

EDITOR, BROADCASTING:

I give credit to BROADCASTING for helping to make a very excellent sale for WGEZ (Beloit, Wis.) due to the last article you carried on Sears—you can't do too much of this type of thing and I am glad that you are moving to more of it. . . .

. . . Sears' saturation campaigns are helping to make more and more Beloit area merchants promotion minded. . . .

It is this type of success story that is of immeasurable help to the small station manager — I know from the sad, digging on barren ground, experience in several medium markets.

Gordon Allen
General Manager
WGEZ Beloit, Wis.

[EDITOR'S NOTE: Mr. Allen refers to BROADCASTING, March 27, which featured the sales success story of Sears, Roebuck & Co. in Burlington, Vt.]

* * *

Keep Idea File

EDITOR, BROADCASTING:

. . . On the day of the opening of major league baseball we had four lovely ladies parade up and down the business section of town, listening to portable radios tuned to KSJO. The comment was terrific.

We got the idea from BROADCASTING . . . Some other station in the East did it, and although I can't remember the call letters, I would like to thank them for the idea . . .

Speaking for the station, your magazine is a wonderful help. We keep all the programming and publicity ideas . . .

Jerry DeHaan
Manager
Merchandising & Promotion Dept.
KSJO-AM-FM San Jose, Calif.

[EDITOR's NOTE: Not one but countless stations use this sure-fire gimmick for big sports events—one of the many good ideas that BROADCASTING relays through its Promotion column.]

* * *

Cites WCCO Campaign

EDITOR, BROADCASTING:

Wow—page 11 issue April 17, 1950—

Wow-Wow — page 52 — WCCO story.

What some smart newspaper space salesman will do with that.

WCCO, whose great signal covers the Northwest and 17 other counties, spends $25,000 in a NEWSPAPER campaign—to tell radio listeners to "take along your portable."

Where's Mitchell?

Bert Wick
Director
KDLR Devils Lake, N. D.

CHILDREN'S SHOWS
Coy Gets Bay Area Analysis

CRITICAL analysis of radio programs for children in the San Francisco area was sent to FCC Chairman Wayne Coy last week by Mrs. Frances L. Mitchell, chairman of the children's committee of Radio Listeners of Northern California [BROADCASTING, May 1]. Mr. Coy released the report "because of the general interest I am sure there will be in the manner in which you are attempting to raise the standards of children's programs in your community."

The report, which explored the questions of whether radio meets the needs of and has a moral obligation toward children, concluded radio bears the "heaviest responsibility" of all media of communication since "children spend more hours at the radio than in the classroom." It found San Francisco's eight stations "devote less than 3% of their time to children."

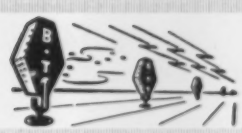
Of 43 programs in the area studied, the report judged 15 as excellent, 10 good, 5 fair and 13 poor.

WBT delivers a bigger share o
Hooperated 50,000-watt s

...has better than 60% of

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS

Milestones



► Kate Smith celebrated her 20th year as a coast-to-coast network personality with her broadcast on May 1 of *Kate Smith Speaks*, on MBS. Concurrent with the anniversary broadcast Miss Smith began her 13th consecutive year as commentator for the show.

► Don McNeill, toastmaster of ABC's *Breakfast Club*, five-a-week, 8 to 9 a.m. CST, and his colleagues observed their 5,000th consecutive broadcast in Chicago April 21 before an SRO throng at the network's Civic Studio. Mr. McNeill was given a distinguished service citation by the Chicago Assn. of Commerce and Industry. The show, on the air since June 1933, is sponsored by Swift and Co., Philco and General Mills.

► KGO-TV San Francisco celebrated its first anniversary May 5 with a filmed telecast of the origination and development of its TV facilities in the city's famed Sutro Mansion.

► Ernie Swan, chief engineer of CKEY Toronto and its predecessor CKCL, May 1 marked 20 years with the station. He has been in radio since 1920.

► In recognition of its 18th year on the air, NBC's *One Man's Family* was presented an honorary scroll by the Los Angeles Church Federation's Commission for incorporating "within its structure the finer principles of family life, characteristic of what the Church would envision." Carlton E. Morse is creator, writer, director and producer of the program which is claimed to be the longest running radio family story on the air.

► *Mr. District Attorney* celebrated its 10th anniversary on NBC under sponsorship of Bristol-Myers with its April 19 broadcast. The series first took the air on April 3, 1939, on a five-a-week basis, then changed to half-hour, once-a-week format the following June. Ed Byron has been producer-director of the program since 1940, except for wartime service. The chief actors, Jay Jostyn, Len Doyle and Vicki Vola, have been with the show almost since its inception. Program is aired Wednesday, 9:30-10 p.m.

► Billy Leach, baritone star of WBBM Chicago and CBS network programs, celebrates his fifth year as member of the WBBM staff early in May. Mr. Leach had been associated with WMBJ Wilkenburg, Pa., as announcer, arranger and producer, and as vocalist with the Raymond Scott and Guy Lombardo orchestras before joining WBBM.

► Howard Neumiller, music librarian at WBBM Chicago, has begun his 20th year as station staff member.

Agencies

(Continued from page 11)

Leach & Co. New agency will be located at 10 East 40th St., New York.

ALFRED N. MILLER Adv., New York, expanding service to include radio and television department, with **HAL BROWNE** as director. Mr. Browne formerly with WMCA New York and transcription companies.

ROBERT KIBRICK, former director of research for *New York Sun* and previously research analyst with New Jersey State Chamber of Commerce, joins Kenyon & Eckhardt, New York, as business manager of research department.

GEORGE JOHNSON joins copy department at Doremus & Co., Chicago.

New Addresses: WANK & WANK ADV. moves to new quarters at 425 Bush St., San Francisco. Telephone: GArfield 1-2921.

ELLIS ADV. Co., Buffalo, expands to larger quarters in Erlanger Theatre Bldg. New department of publicity and promotion opens under direction of **JO WILLIAMS.**

BLOCK'S SHOW
Elicits Official Praise

VOICE of America's international radio program, *Make Believe Ballroom*, featuring Disc Jockey Martin Block elicited plaudits from Capitol Hill and State Dept. alike on the occasion of its first anniversary last Monday.

Rep. Jacob K. Javits (R-N. Y.) singled out the show in an issue of the *Congressional Record*, which included a statement from the State Dept. on the nature of Mr. Block's program and its international popularity.

Mr. Block volunteers his services, recordings and facilities for the show, beamed to Europe, Latin American and the Far East. Program is designed to popularize American music, the American way of life and to complement the Voice's overall schedule, and has attracted thousands of letters from the world over according to State Dept. Anniversary was celebrated Monday by a special one-hour program which featured congratulations and greetings from leading American entertainers.

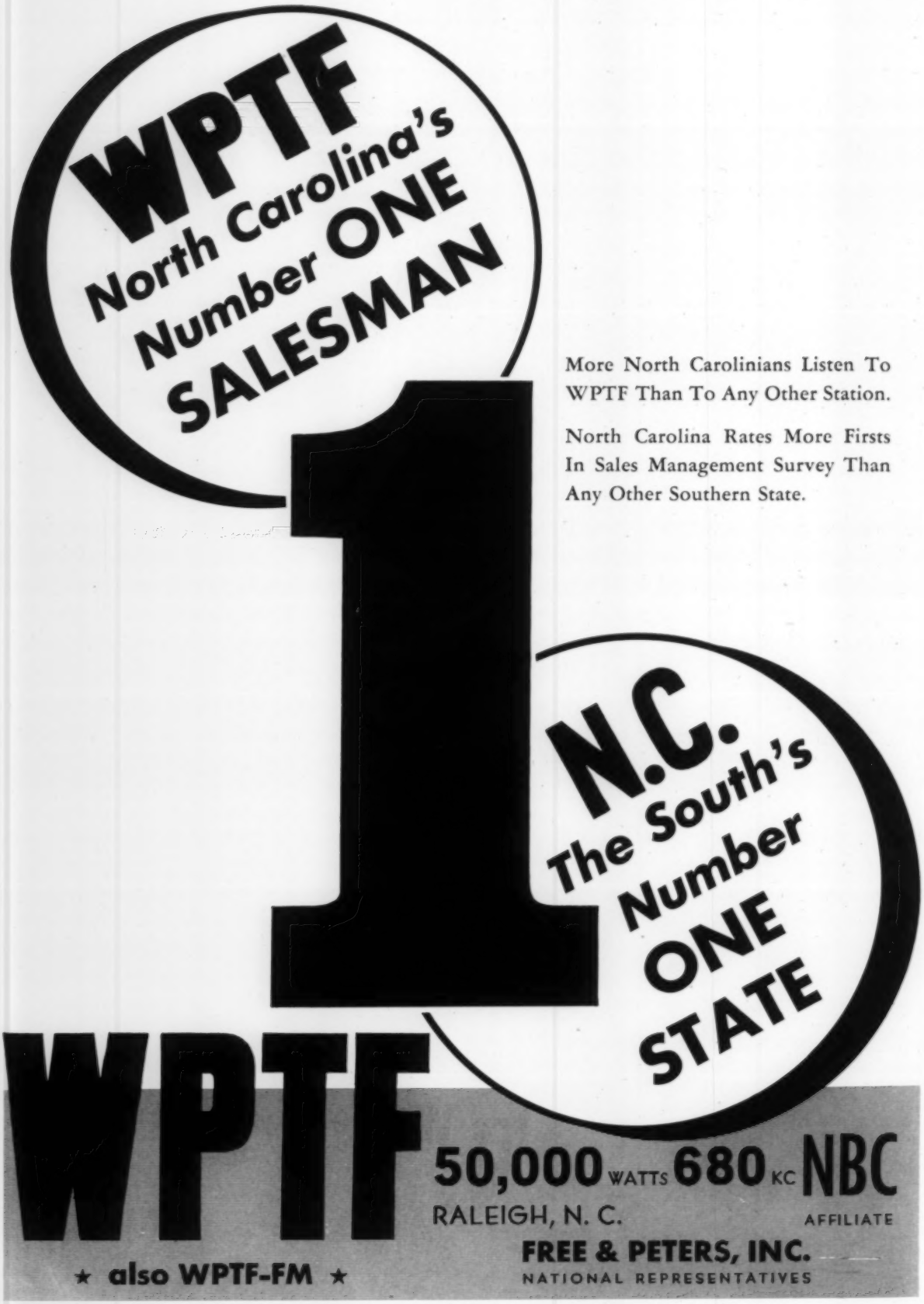
# of audience than any other station in the country*...

*Charlotte Hooper Station Listening Index, Jan.-Feb. 1950

of the audience in Charlotte—morning, afternoon and evening!

try WBT for size!

CHARLOTTE, NORTH CAROLINA • REPRESENTED BY RADIO SALES


WPTF
North Carolina's
Number ONE
SALESMAN
More North Carolinians Listen To WPTF Than To Any Other Station.
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
1
N.C.
The South's
Number
ONE
STATE
WPTF
50,000 WATTS 680 KC NBC
RALEIGH, N. C.
AFFILIATE
★ also WPTF-FM ★
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 38, No. 19 WASHINGTON, D. C., MAY 8, 1950 $7.00 A YEAR—25c A COPY

$100,000 FOR ARMY SPOTS

Will Use Over 1,400 Stations

A NATIONWIDE $100,000 radio spot announcement campaign over 1,400 stations in 1,124 cities was disclosed officially last Thursday by the U. S. Army and Air Force recruitment office [BROADCASTING, March 6, Feb. 27].

In another branch of the armed forces—the National Guard—there also is activity affecting radio. Either today (Monday) or tomorrow a new agency is expected to be named, succeeding Gardner Advertising Co., St. Louis.

The selection will be made when a board of officers meets to study a list of less than a half-dozen agencies competing for the account. Last fall National Guard radio expenditures were in the neighborhood of $50,000.

The Army-Air Force expenditure, a Pentagon spokesman told BROADCASTING, is in line with its revised radio policy. The latter calls for more spending in the advertising budget for radio time purchases than for the costs of producing programs for public service broadcast [BROADCASTING, April 10].

Drive Starts May 15

Additional details encompassing the new campaign are:

- Drive gets underway in about a week with May 15 set as the tentative target date.
- Announcements are one-minute long and on a paid time basis.
- The spots are being placed nationwide, augmenting local spot announcement campaigns being handled concurrently through the six Army commands.
- The recruiting messages will be offered adjacent to baseball broadcasts or sports summaries, and will run on consecutive game days for intensive coverage.
- Placement is being handled by Gardner Advertising, of Chicago, which has been the Army-Air Force's agency since last January.

The Army-Air Force officials said the joint drive is being conducted coincidental with the spring college and high school graduation period. It is designed to attract graduates to the Aviation Cadet Training program and to numerous other careers open in the Air Force and the Army.

Acknowledging in effect the complaints of stations who have been using public service recruiting programs on a free-time basis, the spokesmen said announcements would be placed on stations "carrying public service recruiting programs (but) who have not participated in any paid time programs so far this fiscal year."

It also was revealed that the $100,000 expenditure will come out of the 1950 Army-Air Force recruitment advertising budget. The services' year is computed on a July to July basis, as are all government budgetary operations. Accordingly, this concentrated spot campaign is expected to end the first or second week in July 1950.

The spot announcements, the Pentagon said, are in addition to advertising being placed in other media and will tie in with themes directed to graduates in national magazines, newspaper supplements, local newspapers, direct mail and public service radio programs during the same period.

Lt. Col. Donald J. Wilkins, Air Force officer concerned with recruitment advertising media, told BROADCASTING the monies allotted for the radio spot campaign "vindicates" the services' position. He said it contradicts reports circulated a few months ago that the Army and the Air Force "were not going to buy any more radio."

On the contrary, Col. Wilkins said, the two services have not deviated from a charted course—that of buying time in peak recruitment periods on stations which carry public service programs produced by the services and placed on a free-time basis.

May Spend More

Also revealed to BROADCASTING was an indication that the $100,000 now planned for the campaign is not a static sum but regarded as the minimum amount to be expended. It is possible, according to spokesmen, that the total amount spent for the campaign will top the $100,000 figure. Such a development would occur if rebates are received from other expenditures in the overall recruiting program, it was explained.

Col. Wilkins said the drive, as in past years, has been "timed for when it will be the most effective." The policy, he said, was to saturate the market with an intensive spot campaign at an opportune period.

The colonel pointed out that the effectiveness of the campaign is tested through reliable research surveys—such as the services' Information and Education Division which conducts a "Troop Attitude Research" survey—and independent checks such as that made by the agencies.

Use Local Agencies

While Grant Advertising is directing placement of the national drive, local agencies, it was pointed out, are handling supplemental purchases made by the six field armies.

The spot campaign will take the radio advertising program of the two services through to about mid-July. However, all radio placement after that time is conjecture, spokesmen said, as it is dependent on the 1950-51 budget. As in the case of the National Guard, Congress must set appropriations.

Realignment of the recruiting program's radio policy was made known to the industry only last month. It followed a series of meetings by Maj. Gen. T. J. Hanley Jr., chief of personnel procurement for services, with Charles Batson, of Broadcast Advertising Bureau, and various members of the NAB including its president, Judge Justin Miller. Also present were executives from the Grant agency.

In the last meeting, Gen. Hanley

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BARRY TO NBC

Would Be Radio Program Chief

CHARLES (Bud) BARRY, ABC vice president in charge of programs, will be appointed radio program chief of NBC, BROADCASTING learned Friday. Although NBC would neither confirm nor deny the appointment, it was learned authoritatively that announcement of Mr. Barry's joining that network would probably be made this week.

Mr. Barry

NBC was understood to have offered Mr. Barry the position at a salary of more than $40,000 a year to entice him to leave ABC, where he has been a vice president since July 1947.

As ABC program vice president, Mr. Barry last year was paid $36,666.56, which represented a salary increase of nearly $8,000 over his earnings the year before.

Whether Mr. Barry would join NBC with the rank of vice president could not be learned at the time this story was written. Elections to officership must be made by the NBC board of directors. The NBC board was in session when this page went to press.

McCray Shift

NBC has been considering a number of candidates for chief executive of its radio programming, a job created by the network's decision to shift Thomas C. McCray, now national program director, to Hollywood.

Mr. McCray has been awaiting the appointment of a program chief at network headquarters before proceeding to the West Coast, where he will be in charge of network shows and other operations.

Mr. Barry, who is 38 years old, entered radio in the NBC employ.

He joined the network in Washington in 1937 as a sports and special events announcer. Before that time he had been, progressively, a publicity director of a Boston department store, a copywriter for Montgomery Ward in New York, and advertising manager of Grosner's, Washington, D. C.

In 1938 he became night manager of WRC and WMAL Washington, then both NBC stations. In 1941 he was made New York assistant program manager of the Blue Network, and a year later became national director of programs, a position he kept when Blue became ABC.

In 1945 he returned to Washington as a representative of ABC and in July 1947, he became the network's vice president in charge of programming.

ADVERTISING

Barry Accents Big Role

ADVERTISING will continue "to play a big job in getting more goods to more people at less cost in terms of their outlay of money or energy," Walter R. Barry, vice president in charge of merchandising for General Mills, said Friday. He spoke to members of the Advertising Week Forum, sponsored by the Advertising Club of Syracuse (N. Y.) and the U. of Syracuse.

Mr. Barry

Asserting that "dynamic distribution," backed up with advertising sales and service, will maintain an expanding American economy, Mr. Barry said "distribution channels are adequate, but we must not make the fatal blunder of regarding distribution solely as a pipeline through which commodities flow automatically."

Manufacturers who believe in and use advertising "have made and will make a tremendous contribution in the field of new products," Mr. Barry said. "Without this leadership, daring, risk of development expense and the willingness to spend in advance of demand, there could not be the much needed expanse of production and of markets."

Mass production, with lowered costs, "is only possible through mass distribution, in which advertising plays a vital part," he said.

Advertising, however, "must keep pace with the quantitative growth of the country, and must always herald news of improvements . . ."

PNR NETWORK

Being Organized in Wash.

NEW Pacific Northwest Regional Network, consisting of AM stations in Washington and Oregon, is being organized with Glasco Branson, commercial manager of KMCM McMinnville, Ore., elected chairman pro-tem.

A joint sales and production center, to cover adjoining areas, will be established. The group also has offered to link with the recently formed Pacific Regional Network in California [BROADCASTING, April 24].

Facilities of KPFM (FM) Portland will be made available for programming and for direct feed by FM carrier to affiliating stations, it was said.

Court Delays Hearing

LATEST extension in the case of Salt River Valley Broadcasting Co. (KTUC Tucson, KOY Phoenix) against CBS for $225,000 damages carries the hearing to May 29 in Chicago Federal District Court. CBS petitioned for an extension April 28.

Drawn for BROADCASTING by Sid Hix

"Good afternoon. We bring you a special broadcast from an accident on Route 120."

BMB STUDY

Book Proposal Mulled

PROPOSAL to publish a 3,000-page area book showing coverage maps of subscriber and nonsubscriber stations as shown by Study No. 2 of Broadcast Measurement Bureau will be submitted to the BMB board at a meeting tomorrow (Tuesday) in New York.

Individual state books or books covering groups of states would be obtainable for the 630 subscriber stations and the 1,170 nonsubscriber stations covered by the 1949 study.

Availability of these reports, it is believed, would help BMB clear its original $95,000 debt to NAB, which actually was an underwriting of the project. Already some of the debt has been paid back, and sale of area books would make BMB solvent, it is suggested.

The BMB board is scheduled to take up plans for dissolution of the bureau and transfer of assets and liabilities to the recently incorporated Broadcast Audience Measurement Inc., set up by a half-dozen broadcasters under a plan drafted by the NAB board last autumn [BROADCASTING, May 1].

J. Harold Ryan, Fort Industry stations, is to preside at tomorrow's BMB board session as chairman of the board. Dr. Kenneth H. Baker, NAB research director, is dividing his time between BMB as acting president and NAB headquarters. Target date mentioned for BMB's dissolution is June 31.

Norton Sells Stock

JOHN HALE NORTON Jr., ABC vice president, sold 500 shares of his ABC stock April 21, it was learned last week. Mr. Norton took advantage of a sudden rise in ABC prices on the New York Stock Exchange—following an optimistic report at the annual stockholders' meeting. His holdings, after the sale last month, amounted to a total of 2,100 shares.

TUBE SALES

RMA Reports Record High

SALES of tubes for radio receivers set an alltime record in March, according to Radio Mfrs. Assn., totaling 33,663,494 compared to 24,856,546 in February and 14,505,349 in March of 1949.

Tube sales in the first quarter doubled those of the same period in 1949, increasing from 40,658,043 to 80,801,064, RMA reported. Of March production, 26,274,558 tubes were for new sets, 6,102,167 for replacements, 1,204,765 for export and 82,004 for government agencies.

March sales of TV picture tubes to manufacturers totaled 642,986, an alltime record, compared to 427,189 tubes in February and 636,953 in the entire first quarter of 1949. RMA said 37% of all picture tubes sold in March were 14 inches and larger, with 98% 12 inches or larger.

First Quarter Totals

TV picture tube sales in the first quarter of 1950 totaled 1,506,427 compared to 1,317,088 in the fourth quarter of 1949. Dollar volume of March picture tube sales to manufacturers was $15,588,979. Including all types of cathode tubes, March sales comprised 676,524 units valued at $16,539,346.

Dairy Takes Ziv Show

FREDERIC W. ZIV'S transcribed package, *Guy Lombardo Show* has been sold for a 52-week period to Pet Dairy Products, through Robert E. Clarke & Assoc., Atlanta. Markets to be used in North Carolina, South Carolina, Virginia, West Virginia, Tennessee and Kentucky, total 28. The show has also been sold for 52-weeks to Smith Grocery Co., Detroit, George Byers' Sons, Louisville, and the Haas Brewing Co., for broadcast on WHDF Houghton, Mich., according to the program transcription firm.

HOFFMAN NAMED

Is KOB-AM-TV Manager

APPOINTMENT of Phil Hoffman, former vice president, general and sales manager of WOL Washington, as general manager of KOB-AM-TV Albuquerque, N. M., has been announced by T. M. Pepperday, publisher of the *Albuquerque Journal* and owner of the KOB properties. Mr. Hoffman succeeds R. R. Seal, who has resigned. The AM outlet is a 50 kw NBC affiliate.

Mr. Hoffman

Mr. Hoffman started in radio in Iowa in 1927, first as an announcer with the old KTNT Muscatine. He later served at KFJB Marshalltown and WMT, then in Waterloo, and joined the Cowles organization as manager of WIAS Ottumwa. WIAS was later merged with another Cowles-owned outlet, KWCR Waterloo, which with acquisition of WMT Waterloo, was destined to become WMT Cedar Rapids. He later went to KSO Des Moines and in 1935 joined the Cowles organization's KRNT Des Moines.

In June of 1948, Mr. Hoffman, as vice president of the Cowles Broadcasting Co. and superintendent of operations of KRNT and WNAX Yankton-Sioux City, went East to become vice president, general and sales manager of the Cowles-owned WOL. He served in that capacity until early this year when WOL was purchased by WWDC Washington.

WLW POSITION

'War' Not Planned—Dunville

STATEMENT that WLW Cincinnati is not declaring war on any station, or group of stations, in spite of a WLW presentation currently being shown to various agencies and sponsors, was voiced last week by R. E. Dunville, president of Crosley Broadcasting Corp., which owns and operates WLW.

Mr. Dunville said that although the presentation predicts a decline in listening to local stations within the next four years, "we have meticulously avoided singling out groups of stations in an effort to transfer business from those stations to WLW.

"The presentation," he continued, "does state that, in our opinion, based upon the trends in the past two years, plus a projection of those trends to 1954, the small local stations located within television areas will suffer the most; and further, that stations outside of the television areas will undoubtedly suffer because of the retrenchment of national funds on spot radio for pinpoint markets."

Railroads Get a Bonus

Selling Good-Will and Traffic Too

By J. FRANK BEATTY

ONE of the greatest industry stories ever sold—the story of the nation's $28 billion railroad network — is producing an unexpected bonus for its narrators, the Assn. of American Railroads, sponsoring *The Railroad Hour* on NBC.

This bonus, gratifyingly enough, is highly mercenary. It consists of an identifiable increase in rail traffic despite the fact that the two-year-old broadcast is designed purely to acquaint the public with the railroads' role in the national economy and to hold the friendship of the citizenry.

In a critical phase of the industry's 120-year-old career, its organized directorate has been utilizing the power of the spoken word to gain intimate contact with 150 million Americans through their 90 million radio receivers.

Via these loudspeakers the railroads are routing entertainment plus the friendly story of the service they provide and the problems they face.

It's a story that is told, and sold, every Monday evening to an audience of 15 million select and intelligent citizens who listen because they want to hear the show and, perhaps surprisingly to some of the carriers, because they want to hear what the railroads have to say.

The first year of railroad broadcasting produced an outstanding example of goodwill building by a large industry [BROADCASTING, Oct. 3, 1949].

Approaching the end of the second year, the men who man the Iron Horse have stopped to take stock. What they have found is good. Reduced to capsule form, they have learned:

● This institutional program is starting to sell passenger traffic, and showing signs of selling freight business.

● The audience growth is swift —not skyrockety but steady.

● Radio's flexibility was used in an emergency to bring a message to the public within a few minutes of a major development.

● The audience is of high quality and friendly, and the association can prove it.

● It's a consistent audience, with new people coming in every week.

● In less than two years the carriers have built up one of industry's most powerful public-opinion instruments.

● The closing 20-second commercial has amazing potency.

The commercial side of this purely institutional broadcast is getting a lot of attention at the Assn. of American Railways headquarters in Washington. First of all, the program is designed to tell the railroad industry's story, not to sell rail traffic. The association doesn't peddle goods off a shelf to buyers, so it can't measure sales as easily as a single-company sponsor.

Since the main goal of *The Railroad Hour* is to convince the public that the roads are doing a good job and can do a better one, the original institutional theme is still followed.

But something quite new, and effective, has been added to the basic theme, a reminder slogan with a touch of financial pastel: "It's Good Business to Do Business With the Railroads."

Don't get the idea that this vast service industry is adopting the LS/MFT technique of hammering over and over, and then over some more. On the contrary, it has adopted a quasi-institutional way of inserting a use-our-facilities

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ONE YEAR ago the Assn. of American Railroads knew it had hit on a successful public relations formula in its 30-minute versions of operettas and musical comedies. Having just completed an exhaustive study of the program, AAR now has discovered that a year ago it really didn't know its own radio strength, though it began to suspect this power when some 600 listeners went to the trouble to mail Christmas cards to the association. AAR has developed a tremendous entertainment enterprise. Is it paying off? The answers are supplied in these columns.

Advertiser, Agency and Network Evaluate the Program's Effect

WILLIAM T. FARICY
President
Assn. of American Railroads

ANOTHER year's experience with *The Railroad Hour* has served to confirm our original impression that such a program offers an effective connection between the railroad industry and the public it serves.

This is evidenced by the public response both to the program and the favorable reception of its commercial messages as indicated by the literally thousands of unsolicited letters we have received from listeners who had no other reason to write than to express their appreciation.

We believe the program is definitely helping to accomplish our major objective of a better public understanding of the railroad industry, its progress and its problems, and that it is serving as a stimulus to traffic.

* * *

JOSEPH H. McCONNELL
NBC President

IT is particularly appropriate that the *Railroad Hour* with its splendid portrayals of famous operettas and light operas should be the springboard for NBC's two hours of good music every Monday night. We are looking forward to a long association with the Assn. of American railroads.

The popularity of the *Railroad Hour* is the best possible testimonial to its worth. We are very proud of this fine program, and it is, of course, an additional source of pride to us that the Assn. of American Railroads has chosen the facilities of NBC to reach the American people.

* * *

CLARENCE B. GOSHORN
President
Benton & Bowles

ALTHOUGH there are innumerable records of the effectiveness of radio in product selling, this story of *The Railroad Hour* is perhaps unique in it sthorough documentation of the power of radio to communicate ideas and win friends and customers for a whole industry.

While we speak of *The Railroad Hour* as "institutional," its purpose is essentially no different from that of other programs—to enlist the attention of a selected audience, provide an appropriate atmosphere to tell people about ourselves and, if they feel we deserve it, gain their approval and support.

We trust them to pass on their confidence to others, because they know *why* they are our friends. Its accomplishment should be stimulating both to other industries and to those associations with commodities rather than brands to promote.

* * *

* * *

Mr. FARICY

Mr. GOSHORN

Mr. McCONNELL

IER MEET

Hennock Hits Programming at Ohio State

FRIEDA B. HENNOCK, FCC Commissioner, last week sharply criticized the present level of radio programming in America during the opening general meeting of the 20th Ohio State U. Institute for Education by Radio at Columbus. She spoke Thursday during a symposium which had as its theme "Do We Need a New National Policy for Radio and Television?"

Other chief speakers were Ralph Hardy, NAB director of government relations, Washington; Morris Novik, AFL radio consultant and president of WLIB New York, and Dr. H. Gordon Hullfish, professor of education at Ohio State.

Sounding an affirmative note, the Commissioner said: "As long as the objectives of American broadcasting are commercial it isn't going to go very far to make radio a creative force in our society."

Comr. Hennock praised the institute for "doing some of the most important work in American broadcasting" by attempting to raise the level of programming which, she said, "is far from satisfactory."

Public Service Role

As to radio's public service role, Comr. Hennock said that in her opinion the foremost function of a broadcasting system is to "aid in the development of an enlightened public opinion." Toward this end, she said, radio must be used to give the public information on all matters in which it is vitally interested and that "all responsible points of view on any question of public importance must have a chance for expression."

She sounded a note of warning to station managers stating: "We [FCC] have not in the past denied licenses solely because of inadequacies in programming, but the Commission is undeniably . . . giving closer scrutiny to this facet of each station's operations."

Comr. Hennock reminded the educators that expansion of television is about to begin and that they should explore its possibilities and participate in TV broadcasting from the beginning. She congratulated the licensees of educational AM and FM stations and asked "where are the titans of our educational system now that the time has come for you to demand your rightful place in the television picture?"

Dr. Hullfish warned against "official controls" of mass communications, but added that restrictions do not always flow from official sources. He said: "We want no iron curtain. But neither do we want a town crier who is free to limit his voice to the service of a special group." He further stated that "the matter of responsible ownership of facilities of mass communications is a major public concern."

Three other general sessions, nearly 40 smaller group meetings and the annual IER dinner on Sunday were to make up the IER four-day program.

American Exhibition of Educational Radio Awards

IMPROVED programming in aural broadcasting was reflected in the list of awards announced for the 14th annual American Exhibition of Educational Radio programs, sponsored by the Institute for Education by Radio. A total of 119 awards, each with a citation, was announced last week at the 20th annual institute in Columbus, Ohio. This was the second largest list of honors awarded in any one year by the Exhibition. It was exceeded only by last year's list of 125 awards.

The awards covered programs in four general classifications heard during 1949 in the U. S. and Canada. The judges made 53 first awards as compared with 57 last year. A total of 59 programs won honorable mention certificates—the same number awarded in 1949—and there were seven special awards compared with nine last year.

The network program classification was judged live by a New York board. NBC had seven firsts in aural broadcasting plus three in television, three honorable mentions, and one special citation. CBS and CBC had five firsts and three honorable mentions each in aural broadcasting and CBS won two in television. They shared one special citation and CBS took two specials of its own. MBS won three firsts and a special citation, while ABC was recognized with three honorable mention awards. In the network classification there were 25 firsts, 12 honorable mentions and five specials.

It was the second year that judging had been decentralized, giving a number of committees in various metropolitan centers the final word on awards.

More than 700 programs were entered and of these approximately 200 were network shows.

National Networks and Organizations

Religious — *Eternal Light* (NBC), *Catholic Hour* (NBC) and *Family Theatre* (MBS), all three first awards. Special commendation to *Stories from the Bible* (CBC)—Citation: ". . . a series conspicuous in filling a long-standing need for a religious program designed for children.

Agricultural—*RFD America* (NBC), first award. *American Farmer* (ABC), honorable mention.

Cultural (excepting music)—*Stage '49-'50* (CBC) and *NBC Theatre* (NBC), both first awards. *Invitation to Learning* (CBS), honorable mention. Special award to *CBC Wednesday Night* (CBC)—Citation: "For its courageous experiments with radio themes, techniques and writing, and for the excellence of its music and production."

Cultural Music—*Pioneers of Music* (NBC) and *CBS Symphony* (CBS), both first awards. *Metropolitan Opera* (ABC), honorable mention. Special award *Symphonies for Youth* (MBS)—Citation: "This well-planned series of well-chosen musical programs, with more vitality in both content and delivery of the commentary, would fill more fully an urgent need. A series like this is valuable to young people throughout the country to broaden their musical horizons."

Public Affairs, Drama—*In Search of Citizens* (CBC) and *You Are There* (CBS), both first awards. *Cross Section* (CBC) and *Living 1949-1950* (NBC), both honorable mention.

Public Affairs, Talks-Discussions—*In Search of Ourselves* (CBC) and *Meet the Press* (MBS), both first awards. *University of Chicago Roundtable* (NBC), *You and the World* (CBS), and *America's Town Meeting of the Air* (ABC), all three honorable mention. Special award *Memo from Lake Success*, United Nations radio broadcast over CBS and CBC—Citation: "The story of the United Nations, with its happenings and achievements, is brought to the American people in an informative, human manner through this series."

Children's Programs—*Let's Pretend* (CBS), *Cuckoo Clock House* (CBC) and *Mind Your Manners* (NBC), all three first awards. *Maggie Muggins* (CBC), honorable mention.

One-Time Broadcasts—*Eleven Memory Street* (UN Radio over MBS) and

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RCA EARNINGS

First Quarter Net Up 89.4%

CONSOLIDATED gross income of RCA for the first quarter of 1950 amounted to $127,369,550, an increase of $35,041,723 or 38.0% over the gross of $92,327,827 for the like period of 1949. David Sarnoff, chairman of the board of RCA, made the announcement at the annual stockholders meeting last Tuesday. Held in NBC's Studio 8-H in the RCA Bldg., New York, the session was the largest in company history, with approximately 900 in attendance.

RCA net profit for the first quarter, after providing $7,709,000 for federal income taxes, was $11,236,231, up $5,304,148 or 89.4% over the 1949 first quarter net profit of $5,932,083, Gen Sarnoff reported. After provision for preferred dividends, earnings per common share were 75.3 cents, compared with 37.1 cents a share for the first quarter of 1949.

Dividend Declared

On the basis of these earnings and the prospects for the rest of the year, Gen. Sarnoff said that the board had declared an extra dividend of 25 cents a share on the RCA common stock, first extra dividend in company history [BROADCASTING, April 10].

Television, " the greatest single contributor toward making 1949 the most successful year since RCA was founded in 1919," accounted for approximately half of the gross income last year and for nearly 60% of the gross for the first quarter of 1950, Gen. Sarnoff reported. "Considering the fact that television as a major industry is less than three years old, this is most significant," he stated.

Arthur E. Braun, chairman of the board of The Farmers Deposit National Bank of Pittsburgh; John Hays Hammond Jr., president, Hammond Research Corp.; Harry C. Ingles, president, RCA Communications, and Gen Sarnoff were re-elected directors for three-year terms. Ruth Bryan Rohde, former U. S. minister to Denmark, was nominated for a place on the RCA board from the floor of the meet-

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April Box Score

STATUS of broadcast station authorizations and applications at FCC as of April 30 follows:

	AM	FM	TV
Total authorized	2,281	756	109
Total on the air	2,127	708	103
Licensed (All on air)	2,099	496	39
Construction permits	182	256	64
Conditional grants		2	
Total applications pending	957	178	404
Requests for new stations	304	23	350
Requests to change existing facilities	267	38	15
Deletion of licensed station in March	1	7	
Deletion of construction permits		6	
Deletion of conditional grants			

WHO'S HIT BY TV?

All Media, Not Just Radio, Krueger Stresses

By HERBERT KRUEGER
COMMERCIAL MANAGER
WTAG WORCESTER, MASS.

THERE'S nothing like digging your own grave—and paying for the privilege!

This television, . . . it's doing an awful job on radio audiences!

Everyone knows that! I know it, you know it, Young & Rubicam knows it, BBDO knows it and the proprietor of Helen's Hatte Shoppe on Main St. knows it!

And that, broadcasters, is what I mean when I say we are digging our own graves, and paying for the privilege!

In our city there are no television stations. We are in a "fringe listening" area. Before television our Hooper reports showed the usual negligible rating under the "Others" column. Then came "FM & Others" and the rating was still small. Then came "FM, TV & Others" and that started small, but kept growing and growing.

Certainly it wasn't the "Others" or the "FM" that caused the increase. It was television. Looking at a current index and comparing it with the same period a year ago, one gets quite a shock.

For years we've used Hoopers as a sales tool. Took them out, showed the client, rubbed our hands and said, "See, I told you you had something there!" We still take out the Hoopers and show them to customers. What happens? The proprietor owns a television set in his home. Thousands and thousands of people in our city don't own television sets. But this fellow does—and he uses it. He looks at the Hooper, runs his finger horizontally along the page and says, "Wow!, Television is sure cutting into your audience, isn't it?"

Client's Decision

Right there the client decides two things. First, he's going to be darn sure to use TV if it ever comes to his city. Second, maybe he'd better cut down on his radio expenditure and pour a little more back into good old newspaper advertising.

The salesman comes back to the office and says, "What can I tell him?" So you again point out the growth of your audience, you get out the new BMB, you repeat the stuff about impact and the many tried and true sales plusses of radio. You tell the salesman that television is a glamour gal reaching only a minority, and a small minority when it stacks up against other advertising media.

Then you admit that a person looking at a television screen can't be listening to a radio program. But, he also can't be reading a newspaper, or a magazine, or be out riding around looking at billboards, or reading his mail . . . or even going to the movies, playing bridge, working in the garden, or anything else. You point out that television has an impact on everything, not just on radio.

So the salesman passes all that along to the client. He nods, but he isn't convinced. Maybe television viewers don't read the newspaper so much, but the "solicitor" from the paper was just in and showed him the ABC report and it looked pretty good. There was nothing in there about television. Nothing in the line of figures to show that.

Wait a minute! What, then, are we doing with TV figures on our Hoopers? Drop that shovel—let somebody else dig the grave.

As broadcasters, we have become victims of our own zealousness. We have always led the advertising field in research for our clients. So maybe it was a natural and logical step to drift into Hoopers, or Nielsens, or Pulses, or whathaveyous that gradually noted the trend toward television.

But if we become objective in our viewpoint we recognize the radio and television and magazines and newspapers are all competing media. Our relationship with television is certainly closer than with the others in that it is "broadcast" advertising. However, we must realize that we do compete with television, whether we own it or somebody else owns it.

A Word on Research

The next step then, is a suggestion that the research firms recognize this competition also. When we order a Hooper survey, we order a Hooper *radio* survey. It will give us the breakdown and division of the *radio* audience. When Hooper interviewers call a home and the respondent says the radio is not turned on because he is reading a magazine, or a newspaper, or playing Canasta, that doesn't show up in the Hooper. Why then should the Hooper go out of its way to ferret out the television viewers?

Maybe the sets-in-use figure will change, and maybe the overall proportion will be altered somewhat, but the result will be a fair picture of how many people are listening to radio programs—and that's what the survey was ordered to show.

In television markets there can be television surveys and radio surveys; order one, or order both. Each will give a fair picture of its own particular audience.

'Evaluate All Media'

If advertising agencies then want to find out the facts about competing media in a given market, let them gather their own data, at their expense, or at least at the expense of the respective media. Let them evaluate all media covering the market, each in its own relative position.

That radio is not alone in the steamroller path of television is borne out by two recent statements from newspaper trade journals.

In *Editor & Publisher* of April 1, 1950, was the following:

Television's effect on newspaper circulation is apt to exceed the 4.7% readership decline noted in the Washington, D. C. survey, in the opinion of Charles Thieriot, manager of the "San Francisco Chronicle's" KRON-FM and KRON-TV.

Addressing a luncheon session of the Western Conference of Circulators here this week, Mr. Thieriot pointed to the algebraic growth of video and predicted similar impact on newspaper advertising and on newspaper size. Circulation-wise, convention delegates privately estimated inroads on newspaper sales as high as 17%.

In the *Editor & Publisher* of Feb. 25, 1950, in a story concerning the report of a survey by the National Retail Dry Goods Assn., Howard P. Abrahams, manager of NRDGA's sales promotion division, is quoted as saying:

Several retail admen believe that evening newspapers are securing less minutes of family readership than they did before. If this continues, these retailers plan to reduce their advertising in these newspapers.

How many newspapers do you think are rushing around to show their advertisers these findings?

For years the chief aim of farseeing and aggressive broadcasters was to convince advertisers, and the majority of their fellow broadcasters, that the advertising power of radio was priced too low. In face of the growth of radio as an advertising medium, rate structures failed to keep pace.

Now, just when the idea is about to sink in, along comes television, and broadcasting has the problem of maintaining its rate structure instead of increasing it.

Intra-station competition, leveling of consumer sales conditions, and the fact that orders ceased coming in over the transom made us all easy prey for the present television scare. Here and there a few broadcasters announced "new Class A rates," or "time-bonus packages," and the cold war became a hot one. Who can blame the advertisers for jumping on the band wagon and doing all they can to knock down the rates for broadcast advertising?

Radio Bigger Than Ever

Running like a frightened rabbit, the broadcaster hasn't time to stop and look at the facts. Radio today is bigger than it ever was, with nearly 90 million sets in use. It's a rare home with only one radio set. It's a rare car without a radio set. It's also a rare station or network that has increased its rates in accordance with the tremendous increases in delivered audiences.

Meanwhile, other media, at the drop of an ABC report, will announce an increased rate, backing it up solidly with circulation data. It's happened with newspapers; it's happened with magazines; and if you've had any printing done lately you'll find it's happened in direct mail.

And radio, delivering fuller impact, non-divided attention, the smoothest and most effective type of advertising to *more* and *more* and *more* people every day, is cutting rates!

Mr. Krueger

INDUSTRY sales problems have held the attention of Herbert Krueger for many years. As a member of the NAB Sales managers Executive Committee he was active in the association's steps to improve the industry's advertising position. When the All-Radio Presentation was set in motion over two years ago he was given the job of handling finances. The NAB sales managers group spawned the idea that led to formation of the present Broadcast Advertising Bureau. At WTAG Worcester, Mass., Mr. Krueger is commercial manager. He raises in this article a point that all broadcasters should recognize, and appreciate.

SEN. Edwin C. Johnson (D-Col.) (l), president of the Western League, discusses Wichita, Kan., return to organized baseball for the first time in 18 years, as well as baseball in general, with Sportscaster Glen Perkins of KFH Wichita. Occasion was the Perkins sports review on KFH prior to the opening game April 18 between the Wichita Indians and the Pueblo Dodgers.

TV AUTHORITY

Starts Recognition Drive, Presents 'Code'

TELEVISION Authority, an amalgam of live talent unions, last week started a drive to gain recognition from the television industry and to establish wage scales and working conditions.

TVA, which despite protests of the screen guilds has been granted jurisdiction over TV by the Associated Actors & Artistes of America, parent body of AFL talent unions, last week held its first meeting with representatives of television networks and the American Assn. of Advertising Agencies.

Although TVA had prepared a full "code" of wage scales and working conditions which it proposed to seek as a basis of bargaining, it was learned that industry representatives at the meeting raised the question of whether or not TVA could claim to represent all talent in television.

Although both are members of the Associated Actors & Artistes of America, the Screen Actors Guild and Screen Extras Guild have repeatedly protested the 4A's action in granting jurisdiction to TVA and have announced they would continue to represent performers in television film.

Film Also Covered

The "code" presented by TVA embraced proposals covering television film, and the perplexing question as yet to be settled is whether the industry could enter an agreement with TVA covering film performances while the screen Guilds' claim to jurisdiction in this regard is still unresolved.

The TVA proposals for wages and working conditions were detailed at length in a letter distributed to members of the various performers' unions.

The TVA proposed a union shop for all television performers, and limits each collective agreement to one year.

It further espouses the principle that any film or kinescope used more than once in any area "must require additional payment of fees to the performers involved."

Specific wage minimums sought by TVA are:

(1) For one hour telecasts: Minimum fee of $115 plus rehearsal fees, with rehearsals not to extend over more than nine consecutive days including the day of presentation.

(2) For half-hour telecasts: Minimum fee of $85 plus fees for rehearsals that are not extended over more than five consecutive days including day of presentation.

(3) Quarter-hour telecasts; Minimum fee of $70 plus fees for rehearsals that shall not extend over more than three consecutive days including show day.

Rehearsal fees are set at $6 an hour, with no rehearsal to be less than three hours in any one day. TVA seeks a schedule of no less than a three hour minimum call for 15-minute shows, a six-hour call for half-hour programs and a nine-hour call for hour programs.

After minimum rehearsal periods, fees are $3 per hour or any part of an hour, computed in half-hour periods.

All foregoing fees apply for live telecasts, except standard acts that are defined as "any performer or group of performers who render and perform a self-contained theatrical performance with material and theatrical routines furnished by the producer-employer." "Such performances must have been previously rehearsed and/or used by such standards prior to their engagement by the television producer-employer."

The TVA set minimum scales for standard acts as $201 for singles, $300 for groups of two, $400 for groups of three and $500 for groups of four.

Minimum Scales

"To all these payments there must be added all prescribed rehearsal fees at regular rates, plus 2% of the minimum fee for each station carrying the show by live, kinescope or similar device," the TVA proposed. "These minimums are to apply to any show regardless of the length of the program."

TVA also seeks to set scales for filmed telecasts, defined as those which are "filmed prior to and for transmission by or from a television transmitter and may be used for telecasting purposes only."

Film Fees Set

Minimum fees for filmed programs will be the same as those pertaining to live performances, except that there must be an eight-hour required call in any one day, less one hour for meals. "No film telecast may be used more than once in an area," the TVA proposal adds, "without payment of additional compensation as provided for in the collective bargaining agreement."

Repeat telecasts of any kind of television performance, live film or kinescope, require payment to performers of fees equal to those they received for the first telecast.

An exception to that proposed rule is made in the instance of a live repeat performed "for the purpose of supplemental coverage of the same network within 48 hours of the original performance and for filmed or kinescoped telecasts used within 30 days of the original performance."

Retakes on films or kinescopes will mean payment of additional fees to performers, computed at a rate of one-half of the program fee plus any rehearsals.

TVA seeks to prohibit telecasts from any television studio or elsewhere that admission is paid.

The TVA "code" of proposals also embraced provisions covering "commercial inserts, doubling, rest periods, demonstrations, auditions, previews, after-shows, television screen tests, walk-ons, extras, sportscasters, understudies" and other activities.

Preliminary Meeting

The meeting with industry representatives last week was described as preliminary in nature. Another meeting is scheduled late this week. It was made clear by television management representatives who attended that there were many difficult problems of procedure, in addition to that of TVA or screen guild jurisdiction, to be settled before discussions with either of the two union groups reach a negotiational stage.

RADIO NEEDS SPARK

Jones Hits 'Inertia'

AN ANTIDOTE for what he called "inertia . . . one of the greatest dangers to sound broadcasting," was enunciated by FCC Comr. Robert F. Jones, principal speaker at last Friday's New Jersey Broadcasters Assn. spring meeting held in Haddon Hall, Atlantic City.

At the same time, he reminded broadcasters that this is no time "to don your sackcloth and ashes for sound radio." Comr. Jones said more than 40 million American families—or 95% of the total—own radio receivers. "Poor radio," he mused, "it has only 5% to go to completely saturate America!"

Comr. Jones reviewed the "facts" of broadcasting—AM, FM and TV—in the state of New Jersey. He acknowledged that in the first category, New Jersey is covered "like a blanket with multiple services" in view of the powerful competition from clear channel stations in New York City and Philadelphia. The latter stations, he said, "skim off the sweet cream of the advertising dollar," while less powerful outlets compete "for the skim milk of radio advertising with a national appeal."

Looking at the future of radio, Comr. Jones observed there are "definite improvements" which the smaller station can make to level its sights at the "critical job . . . of reducing the cost of operation and increasing the sales income."

These, he said, are: (1) Blueprint jobs necessary to operate an efficient station, (2) offer regular training to personnel, (3) urge training in selling methods since "radio advertising today . . . requires salesmen with outstanding training and qualifications," (4) make it easier for the advertiser to buy, such as more than one station selling a single package to meet big station competition, (5) re-evaluate station's promotion—keep the old as well as the new advertiser informed of the station's progress, and (6) let the community know of the job the station is performing.

Example of 'Inertia'

As an example of radio's "inertia," Comr. Jones retold an experience of an NAB delegate, who, he said, found the broadcast business suffering from "a form of myopia from internal politics and accumulated inertia—which in the human structure is called hardening of the arteries."

In view of the growing importance of TV, he said, the economic factors must be considered. But, he asserted, "don't set your sights on national statistics when you know your local financial condition contradicts the predictions and conclusions reached on a national basis." Localized radio stations have had to become, he said, "that which in my judgment, the Communications Act of 1934 contemplated — media of local self-expression, as important to your community as your daily newspapers and as integral a part of your local institutions as your schools, churches and town halls or beer parlors."

Admonishing the extreme pessimists who find radio on the way out because of television, Comr. Jones said "radio and TV can live side by side." Although values and times may change, he said, "no wide awake medium of intelligence has ever gone into complete eclipse because of the introduction of a new medium."

". . . Radio every year has achieved new records, if what I read in the BROADCASTING Yearbook is so," he continued. ". . . Our own FCC figures show that television, even at this early age, has tapped 'new money' to a greater degree than it has raided the incomes of other media."

The FM picture was not painted a rosy hue by the Commissioner who admitted that "fitting FM into your picture is a problem." However, he said, the low powered FM properties of stations can serve an area several times as far as many an AM facility because of the latter's severe limitations at night. "In terms of square miles of nighttime coverage free from interference, FM stations often serve areas that are from 10 to 100 times as large as the coverage of the associated AM station," Comr. Jones noted.

PEABODY WINNERS

Five Stations, Three Networks Honored

SELECT 1949 radio and television programs, including those of five stations and three networks, were honored last Thursday at the 10th annual presentation of the George Foster Peabody Radio Awards at a Radio Executives Club of New York luncheon, held at the Roosevelt Hotel.

Awards were presented by Edward Weeks, editor of *The Atlantic Monthly* and Chairman of the Peabody advisory board. John J. Karol, CBS sales manager and REC president, presided at the luncheon. Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, introduced the speakers.

WQXR New York broadcast the award presentations (1:30-2 p.m.) and the proceedings were taped for broadcast later that day by CBS (5:30-5:45 p.m.), ABC (10:45-11 p.m.) and NBC (11:30-11:45 p.m.).

WWJ Detroit Lauded

WWJ Detroit was lauded for its public service programming as a regional station. Cited were four programs in a series which showed an "admirable appreciation of social responsibilities of broadcasters." The programs were *Protect Your Child*, an "intelligent approach" to the sex crime problem; *The Best Weapon*, dealing with a polio epidemic; *Meet Your Congress*, presenting problems and issues of joint interest, and *The World Forum*, similarly an aid to a better understanding of world events. Don De Groot, WWJ public affairs manager, was commended for his part in arranging the series.

Public service award for a local station went to KXLJ Helena, Mont., based on the station's *Legislative Highlights* broadcasts which spanned sessions of the state legislature. A point was made of KXLJ donation of transcriptions of the series to the state library and the station's publication of a book suitable for school and library use. Programs demonstrated "democracy in action through the medium of broadcasting," the citation said.

In the reporting world, Eric Sevareid, chief CBS Washington correspondent, was commended for his "rich background and understanding" of events he reports or interprets. He reveals a "depth and clarity, a perspicacity and lucidity . . ." when reporting, according to the citation.

Similar citation was awarded Erwin Canham, editor, *Christian Science Monitor*, for his reporting and analyses on ABC's *Monitor Views the News*. Both Mr. Canham and the program were named. The program was underscored because ABC aired "the only news program on which the editor of a major U. S. daily is the chief spokesman."

Also cited was WMAZ-CBS Macon, Ga., for its news coverage, particularly on local news. Station devoted 140 of 1,170 minutes of broadcast time each day to news, spending some $50,000 during the year on local news coverage and discouraging advertising support "which might in any way jeopardize unbiased reporting of the facts," the citation explained. The Peabody Committee suggested, "this station may well serve as a model for those that would do a better news job."

Entertainment Winner

Chosen as standout in the entertainment and drama field was Jack Benny, CBS radio comedy star, for avoiding "habit, staleness and artificiality" in his show. The award noted the "masterly timing and delivery" of Mr. Benny's lines and his "good sense in subordinating his role in the interest of many a comic situation. . . ."

A special unclassified citation was awarded ABC's *The Greatest Story Ever Told* which dramatizes teachings from the New Testament. The Committee noted that the program maintains a high degree of integrity, free of denominational

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Winners of George Foster Peabody Awards

Radio

- **Public Service by a Regional Station—WWJ (NBC), DETROIT.**
- **Public Service by a Local Station—KXLJ (NBC) HELENA, Mont.**
- **Reporting and Interpretation of the News—ERIC SEVAREID, CBS Washington, D. C. Citations to WMAZ (CBS) MACON, Ga., and ERWIN CANHAM and the program "THE MONITOR VIEWS THE NEWS," ABC.**
- **Entertainment and Drama—JACK BENNY, CBS. Special unclassified citation to "THE GREATEST STORY EVER TOLD," ABC.**
- **Entertainment in Music—WQXR NEW YORK.**
- **Educational Program—"AUTHOR MEETS THE CRITIC," ABC.**
- **Children's Program—Citation to WTIC (NBC) HARTFORD, for "MIND YOUR MANNERS."**
- **Outstanding Contribution to International Understanding—NBC's UNITED NATIONS PROJECT.**

Television

- **Entertainment—"THE ED WYNN SHOW," CBS.**
- **Education—"CRUSADE IN EUROPE," ABC.**
- **Reporting and Interpretation of the News—CBS's COVERAGE OF UN's GENERAL ASSEMBLY. (Sponsored by Ford Motor Co.)**
- **Children's Program—"KUKLA, FRAN, AND OLLIE," NBC.**

Special Citations

To CARTOONIST H. T. WEBSTER, for his weekly "Unseen Audience."

To the UN and AMERICAN BROADCASTERS IN GENERAL, as represented through NAB, for contributions to better international understanding.

To HAROLD ROSS and THE NEW YORKER for their successful Grand Central campaign in behalf of the rights of the so-called "captive audience."

Don DeGroot
WWJ Detroit

Jack Benny
CBS Comedian

Elliot Sanger
WQXR New York

Paul W. Moreney
WTIC Hartford

Ed Craney
KXLJ Helena, Mont.

Eric Sevareid
CBS Commentator

Wilton Cobb
WMAZ Mason, Ga.

Martin Stone
'Author Meets the Critic'

Sterling Fisher
NBC Public Affairs

Erwin Canham
ABC Commentator

'GAMBLING' HEARING

CESSATION of three-week Congressional hearings on Justice Dept.'s bill to prohibit interstate transmission of gambling information and Senate approval of a far-reaching crime probe highlighted developments on Capitol Hill last week.

Meanwhile, speculation that the Senate Interstate Commerce communications subcommittee might subpoena radio and television broadcasters appeared to have subsided, for the time being at least, as Subcommittee Chairman Ernest McFarland (D-Ariz) announced Thursday that further hearings were recessed "subject to call of the chairman."

The announcement followed Senate approval of a $150,000 sweeping crime investigation proposed by Sen. Estes Kefauver (D-Tenn.) which some authorities felt would only touch on phases already covered by the McFarland subcommittee in its communications probe.

BEFORE leaving for Washington to take over his new post of general manager of NAB, William B. Ryan was feted by his KFI-AM-FM-TV staff. His secretary, Winifred Scott (l) makes the presentation of luggage while Mrs. Ryan looks on. Mr. Ryan has been general manager of KFI for the past seven years, and of KFI-TV since its start two years ago.

The Kefauver plan (S Res 202) calls for a five-man committee, three members from the Senate Interstate Commerce group, and two from the Senate Judiciary Committee. While selection of members rests with Vice President Alban Barkley, it was generally believed that Sen. Kefauver would be named chairman of the special group, to include Sen. Edwin C. Johnson (D-Col.), Sen. Charles W. Tobey (R-N. H.) and Sen. McFarland, as well as Sen. Alexander Wiley (R-Wis.).

Authorities close to Sen. Kefauver said last week that the probe probably will not get underway for at least one or two weeks pending compilation of necessary data and addition of staff personnel.

Communications Secondary

It was believed most of the witnesses already called by the Senate Commerce subcommittee would not be invited by the special committee to testify but rather that the communications phase would be secondary to the overall crime investigation, in which Sen. McFarland is expected to take part.

Meanwhile, possibility was held out that the Senate communications subcommittee might hold further hearings, but they would not be extensive, authorities felt. The subcommittee will review testimony given during the past three weeks and compile necessary data with a view to preparing its report on the proposed Justice Dept. bill [May 1, April 24, 17, 10], which might be used by the special Kefauver committee.

Sen. McFarland declined to comment on what action his subcommittee would take but already has indicated it may adopt a compromise version of the FCC plan and Justice Dept. bill (S3358). The subcommittee disclaimed any intention last week of subpoenaing broadcasters, with hearings now recessed, though Sen. McFarland twice expressed surprise during Wednesday's session that none had requested to appear. Once he remarked, "I take it that they favor the legislation."

Chairman McFarland's comment came during testimony by Elmer Davis, president of Radio Correspondents Assn., who opposed the measure, as did representatives of AT&T Long Lines Dept., Western Union, Armstrong Daily Sports Inc., U. S. Independent Telephone Assn., AP, INS and Transradio Press Service Inc., and others.

Four days running, Monday through Thursday, the subcomittee heard further views on Justice Dept.'s proposed bill which would outlaw interstate transmission of gambling data on sports events; require that stations delay broadcast of details at least an hour after completion of horse races, and limit stations and networks to one horse race broadcast per day—not including "special events."

FCC's plan would eliminate transmission of all information on bets, odds, or prices paid in betting on any sports event in interstate commerce. The Commission's version seeks to limit definition of "gambling information" and would enable radio-TV stations to carry as many horse races as they chose if they abide provision on odds, bets and prices paid.

Implications Outlined

Mr. Davis told the McFarland group that ". . . If the principle is established that the transmission of certain kinds of news may be prohibited or delayed because evil men may use it for an evil purpose, you could prohibit the transmission of any other kind of news if Congress is persuaded that an evil purpose could be frustrated thereby."

Recalling his opposition to similar bills on newspapers and contending that arguments advanced for the Justice Dept. bill could logically apply to them, Mr. Davis alluded to the lottery law governing broadcasting.

"This served an undoubtedly worthy purpose; it also got the camel's nose inside the tent. S 3358 would get his ears inside too and about half his neck, and after that there is no telling where he would stop."

Mr. Davis, appearing at the direction of the association's executive committee, said he thought FCC's proposed limitations on bets, odds and prices in all media would be "less obnoxious though the principle would be just as bad." Furthermore, since it would apply to newspapers as well, that would serve to unite them and kill the bill itself, he noted, adding that was "the wrong way to fight gambling, however."

Mr. Davis said he had no opinions on the proposed hour time lag but felt that permission to publish such news with the time lag requirement would be "useful to the publishers of evening newspapers, which would no longer be in danger of being beaten on racing news."

Chairman McFarland told Mr. Davis his subcommittee had received no requests from radio or television stations opposing the legislation "to appear and comment on it" and remarked: "Evidently they favor it." Mr. Davis said he didn't know whether they favor it or not but countered that "so far

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William B. Ryan (center), formerly general manager of KFI-AM-TV Los Angeles, and now general manager of NAB, was honored guest at a farewell luncheon in Los Angeles before his departure for Washington. On hand to pledge cooperation in his new assignment were William J. Beaton (l), general manager of KWKW Pasadena, and Calvin J. Smith, general manager of KFAC Los Angeles. Mr. Beaton is president of Southern California Broadcasters Assn., luncheon hosts. Mr. Smith is NAB 16th District director.

Senate Plans Probe RICHARDS CASE

Cunningham To Preside

FCC EXAMINER James D. Cunningham was designated late last week to succeed the late Examiner J. Fred Johnson Jr. as presiding officer in the G. A. (Dick) Richards news policy case, and it appeared likely FCC would be asked to start the hearings anew.

Counsel for Mr. Richards, owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit, reportedly were set to petition for a fresh start in the hearing as a result of the death of Examiner Johnson (see story page 77).

Three weeks of the hearing have been held, devoted to presentation of FCC's case in support of charges that Mr. Richards ordered KMPC staff members to slant newscasts against members of the late President Roosevelt's family and certain minority groups [BROADCASTING, March 20, 27, April 3, 10].

Judge Johnson had been scheduled to resume the hearings in Los Angeles May 15, but upon his death FCC postponed the resumption to June 5.

A major contention of Mr. Richards' counsel relates to the credibility of FCC's witnesses. Counsel therefore are expected to insist upon a complete new start so that the presiding officer will be able to evaluate all witnesses' testimony for himself.

Hugh Fulton, Washington and New York attorney who is chief trial counsel for Mr. Richards, was understood to be prepared to cite court decisions supporting the contention that failure to grant a new start would violate due process rights.

Joined FCC in '34

The new examiner designated for the case is a government career man who has served with FCC since December 1934, except for almost six years' service with the Army, from which he was separated in May 1946 with rank of colonel.

Among the many FCC cases in which Mr. Cunningham has participated are the WMEX Boston renewal proceedings and the hearings on the charge of Homer P. Rainey, then a candidate for governor of Texas, that four Dallas stations conspired to deny him the use of their radio facilities.

"It seems that the new sales manager has a brother with another agency"

Well, don't take it so hard, old man. Clients change agencies for all kinds of reasons.

And here's a helpful hint about how to keep your clients happy in Baltimore—you buy W·I·T·H, the BIG independent with the BIG audience.

Then you're sure of getting more listeners-per-dollar than from any other station in town. Then you're sure of low-cost results.

If you'd like to know all about W·I·T·H, just call in your Headley-Reed man today. He'll give you the whole story.

W·I·T·H

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

GET THE STORY...

How just one announcement brought . . .

10,000 REQUESTS FOR "CISCO KID" MASKS

Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stampeded the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

All over the country, the "Cisco Kid" is breaking sales records for many different products and services. Write, wire, or phone for details.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!
This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

International WAVE

ATMOSPHERE at WAVE Louisville is taking on an international tint. By request of the United Nations' Paris office, Bill Hodapp, WAVE continuity editor, and Clarence R. Graham, Louisville public librarian, are preparing a 3,500 word article which will be translated into all foreign languages and circulated at a UN meeting in Sweden this summer. Paper will compile suggestions as to how foreign nations can benefit from WAVE-Louisville-Public Library efforts in field of education, public service and audio-visual aids. Choice of the writers grew out of their collaboration on an article, "Television's Town Hall," published in *Library Journal* last year.

GEORGIA MEET

Mitchell Institute Speaker

ADDRESS by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, demonstration of the effect of radio advertising on sales and a showing of the radio promotion film, "Lightning That Talks," will highlight the fifth annual Radio Institute at the U. of Georgia May 18-20, the institute has announced.

Mr. Mitchell, secretary of the committee which produced the film, will speak following the film showing. Also scheduled is a panel discussion on radio advertising led by Mr. Mitchell and Allen M. Woodall, WDAK Columbus, past president of the Georgia Assn. of Broadcasters and currently a member of NAB's board of directors.

Previously announced institute speakers are Malcolm Johnson, Pulitzer prize winning reporter now with INS, and John M. Cooper, director of radio for INS, who will lead a session on radio news.

The institute is held annually under the sponsorship of Georgia U.'s Henry W. Grady School of Journalism. Institute committee is headed by Lewis A. Doster, WGAU Athens.

Arthur Rubicam

ARTHUR RUBICAM, 50, account executive of Morey, Humm & Johnstone Inc., New York, died April 27 at his home in Upper Montclair, N. J. Born at Plymouth Meeting, Pa., Mr. Rubicam attended New York U., and was associated with several advertising agencies until 1943 when he joined General Electric as advertising and promotion manager of the heating equipment division. In June 1949 he joined Morey, Humm & Johnstone. Surviving are his wife, his sister and his mother.

LEVER ELECTS

Babb To Succeed Luckman

Mr. Hancock

Mr. Babb

JOHN M. HANCOCK, partner of Lehman Bros., was elected chairman of the board of directors of Lever Bros. Co., and Jervis J. Babb, executive vice president of S. C. Johnson & Son Inc., was elected president at an annual meeting in New York on May 2.

The new board of directors of Lever Bros. will consist of Messrs. Hancock and Babb, and the following: William H. Burkhart, vice president of Lever Bros. Co.; J. Laurence Heyworth, director of Lever Bros. & Unilever Ltd.; Franklin J. Lunding, president of the Jewel Tea Co. Inc.; Charles A. Massey, president of Lever Bros. Ltd. (Toronto); Robert B. Smallwood, president of Thomas J. Lipton Inc., and Louis F. Watermulder, vice president of Lever Bros. Co. Other officers of the company, and of the Pepsodent and Jelke divisions will remain the same.

Succeeds Luckman

Mr. Babb succeeds Charles Luckman, who resigned two months ago. The new Lever president who is expected to assume office in about 60 days, was born in Pennsylvania and graduated from Haverford College in 1921 and from Harvard Business School in 1924. In 1931, Mr. Babb joined Standard Oil Co. of Indiana where he was manager of sales research and then manager of retail sales. He became vice president and general manager of the Booth Fisheries Corp., Chicago, in 1941 and in 1944 went with S. C. Johnson Son Inc. as executive vice president and director.

Mr. Hancock, a director of a score of leading U. S. corporations, including Sears, Roebuck & Co., International Silver Co., and American Lines, graduated from the U. of North Dakota in 1903. He served in the Navy during the first World War and in 1919 was named vice president of the Jewel Tea Co., president in 1922, served as chairman of the board from 1924 to 1942 and was re-elected in 1948.

He joined the firm of Lehman Bros., bankers, as a partner in 1924. He became a member of the War Resources Board in 1939 and was Bernard M. Baruch's alternate as a member of the U. S. delegation to the United Nations Atomic Energy Commission in 1946.

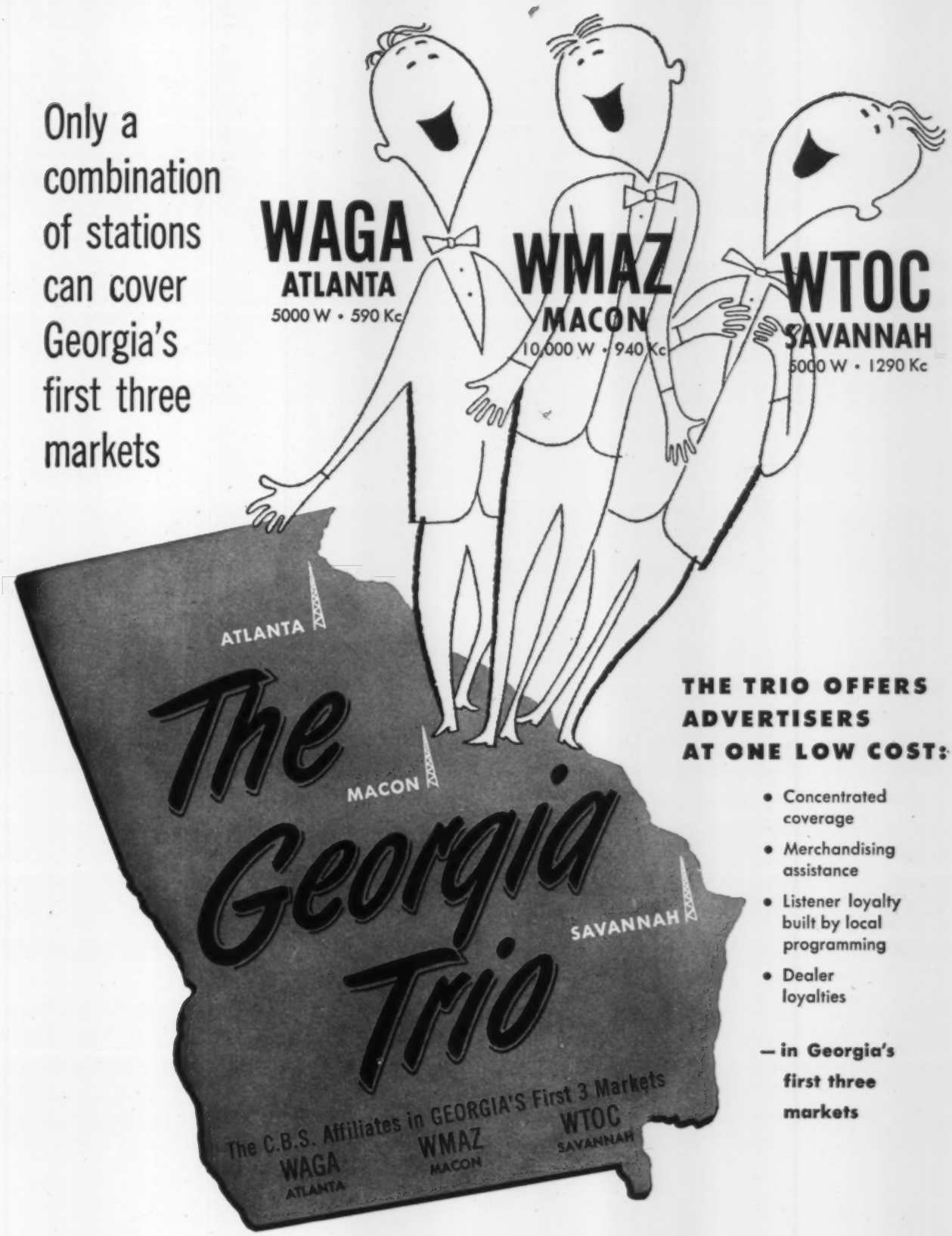
MORE than 50 AM and FM stations in New York State currently are broadcasting transcriptions produced by State Radio Bureau concerning state income tax and disability benefits law.

Only a combination of stations can cover Georgia's first three markets

WAGA
ATLANTA
5000 W • 590 Kc

WMAZ
MACON
10,000 W • 940 Kc

WTOC
SAVANNAH
5000 W • 1290 Kc



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York • Chicago • San Francisco • Dallas Atlanta • Detroit • Kansas City • Los Angeles

Neighboring States Love Him Too

Powered by 50,000 watts, WWL's programs include varied rural fare—weather and market reports, on-the-scene rural broadcasts, 4-H Club programs. Plus services like herd improvement contests win strong listener loyalty throughout this rich Deep South market.

South's Greatest Salesman wins Hearts...and Hoopers

WWL's evening share-of-audience exceeds that of next two stations, *combined*. WWL features CBS—and CBS features the world's greatest array of top-flight stars. And the whole family loves the South's greatest salesman.

WWL keeps families tuned in hour after hour—with more favorite programs in all age groups, headline shows, local shows of network quality, more complete reporting of local news and events.

His Listener Promotion Is Greatest Ever

Already far in the lead, in all forms of listener promotion, WWL now adds the biggest, most highly concentrated station newspaper campaign New Orleans has ever seen. WWL gives you more of *everything* to build sales!

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS

CLEAR CHANNEL **CBS AFFILIATE**

DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Editorial

THE VENEER continues to wear off that story that TV is taking its toll exclusively from radio. Latest word is that Bulova is cancelling its space in large weekly consumer magazines while retaining its radio station breaks and adding TV.

Phrase That Never Fails

"PUBLIC interest, convenience and necessity."

If you've been in radio more than a week, you must have collided with it dozens of times. It is the catch-all phrase in the Communications Act of 1934 which the FCC uses to justify its action in any case. It can be a grant or a denial, left or right, up or down.

It used to be even more ambiguous. In the original Radio Act of 1927 it was ". . . *and/or necessity.*" Then, in the 1934 act, major surgery was performed to eliminate the diagonal (/) and the *or*.

What is the public interest? Let's take a look at the current record.

WWJ Detroit has been on the air continuously for 30 years. Only one other station can make that claim (KDKA Pittsburgh). Last week WWJ won the coveted Peabody Award, for outstanding "public service." A few weeks earlier it had received the equally significant duPont Award. It has won a half-dozen other awards for service during 1949—all because of public service programming.

WWJ is on the FCC carpet, hat in hand. The UAW-CIO has asked the FCC to cite the station for renewal proceedings because it had refused to sell or allot time to argue the union case in the Chrysler strike. The refusal came after the station had asked Chrysler whether it would use equivalent time—a proffer that was declined. The station wanted balanced discussion, in keeping (it thought) with the intent and spirit of the Communications Act, and of FCC policy. Indeed, its position seemed affirmed by the FCC ruling a few weeks ago involving WLIB New York wherein it said it was the affirmative duty of the station to seek out the other side on another controversial issue—FEPC.

Here you find "public interest, convenience and necessity" in action. It rides down both sides of a one-way street in either direction. It means what the FCC says it means either way, and on virtually the same set of circumstances. It does not mean what the *public* says it means in handling to WWJ, for example, all of the public service awards worth winning.

What a job Gilbert & Sullivan could have done with: "The public interest, convenience, and nec-ess-ity!"

NOW THAT Congress has killed the administration proposal for a 10% excise tax on TV sets—recognizing that it could torpedo a new industry so important in the national economy—it behooves all-concerned to press for elimination of that discriminatory impost on sound radio. Radio is no longer a new medium, what with 95% of the nation's homes equipped. The 10% tax falls in the "luxury" class. Radio is as much a luxury as the food we eat and the clothes we wear.

John's Other Bull

YOU WOULD think that in these breathless days of hot heads and cold wars; of Marshall Plan vexation and the quest for American dollars to save Europe from collapse, that the British would forget their crusade to BBC-ize what's left of this democratic world.

Unhappily, that does not appear to be so. Indeed, there is evident a resurgence of activity, channeled through either misguided or naive pedagogues, or others with axes to grind.

One would have to be small pickin's indeed if he didn't receive during the past two or three weeks either:

(1.) a reprint from the "BBC Quarterly" of a bombastic article by Robert M. Hutchins, chancellor of Chicago U. and erstwhile boy wonder of higher education, taking U. S. radio to the cleaners and vigorously supporting "subscription radio"; or

(2) a letter, plus enclosures, from Dean Kenneth G. Bartlett of Syracuse U. soliciting a group for a junket to Europe, under BBC auspices to "study European broadcasting systems in action."

The Hutchins diatribe is just so much anti-commercial radio eye-wash. It was mailed from Chicago, whether by the University itself or by proponents of "subscription radio" we just haven't bothered to ascertain.

That junket smells like a Trojan horse of another breed, though it may have trained in the same stable. Prof. Bartlett candidly says the study was developed by Sam Slate, head of BBC in New York, who in mid-April was in London completing details. It is perhaps significant that more than half of the time on the continent would be spent in London covering BBC activities.

If British leadership is seriously bent upon stemming its declining economy by increasing home consumption, it would do itself a favor by inviting American broadcasters, advertisers and agency executives over to show BBC how it's done the American way. Unfortunately, the BBC career bureaucrats always prevail and always seem to have enough funds to carry on their world-wide proselyting.

The Peabody Beautiful

NOT ANOTHER moment should pass without a round of applause for the Peabody Awards Committee, a body possessed of such astonishing energy that it not only can easily dispose of its job of judging all the broadcasting of 1949 but has enough strength left to investigate activities in other fields as well.

Or perhaps it was because the committee had two citations left over after completing its admittedly noteworthy radio and television awards, and flung them forthwith, before they burned a hole in its pocket, to Harold Ross, a magazine editor, and H. T. Webster, a newspaper cartoonist.

Mr. Webster admittedly is a talented cartoonist whose work is admired by those he lampoons, but we doubt that any program was ever inspired or influenced by his drawings.

Mr. Ross, who edits a magazine that is a cherished oasis of articulateness, humor and reason in the publishing field, may have performed a St. Georgian effort in slaying the monster of Grand Central Terminal, but his prey was not of the *genus* radio. He may deserve an award for creating a magazine or a trophy for disposing of the loudspeaking system in the railroad terminal, but it is not the province of a radio awards committee to grant him either.

This journal has often stated its belief that most broadcasting awards are shallow, inane and meaningless. The Peabody and duPont awards, in the past, have been excepted. Another batch like those presented last week and the Peabodys will look like most of the others.

Our Respects To—

VICTOR THANE NORTON

VICTOR THANE NORTON, who became NBC's vice president in charge of administration last January, moves with such sudden propulsion that he sometimes startles himself.

He is remembered at Northwestern U., for example, as a student who rushed through his studies so rapidly that he enrolled for his fourth year without knowing he had graduated at the end of his third.

The premature climax of his college career was a miscalculation, Mr. Norton recalls. He had decided to clean up most of his courses during his first three years at Northwestern so that he might be lightly encumbered with academics in his fourth. He had not, however, intended to complete the curriculum at the end of his junior year and hence was distressed to learn he had overtaken himself and was without reason to prolong his university residence.

The blow was so severe that Mr. Norton retired to his native Ridgway, Pa., to hunt, fish and restore his perspectives before tackling a job.

He had grown up in Ridgway, having been born there Jan. 15, 1904. Upon returning to his home, to spend an unhurried period in deciding what course of business to pursue after leaving Northwestern, Mr. Norton learned that the high school in nearby Johnsonburg was in need of a teacher of physics and chemistry and a football coach.

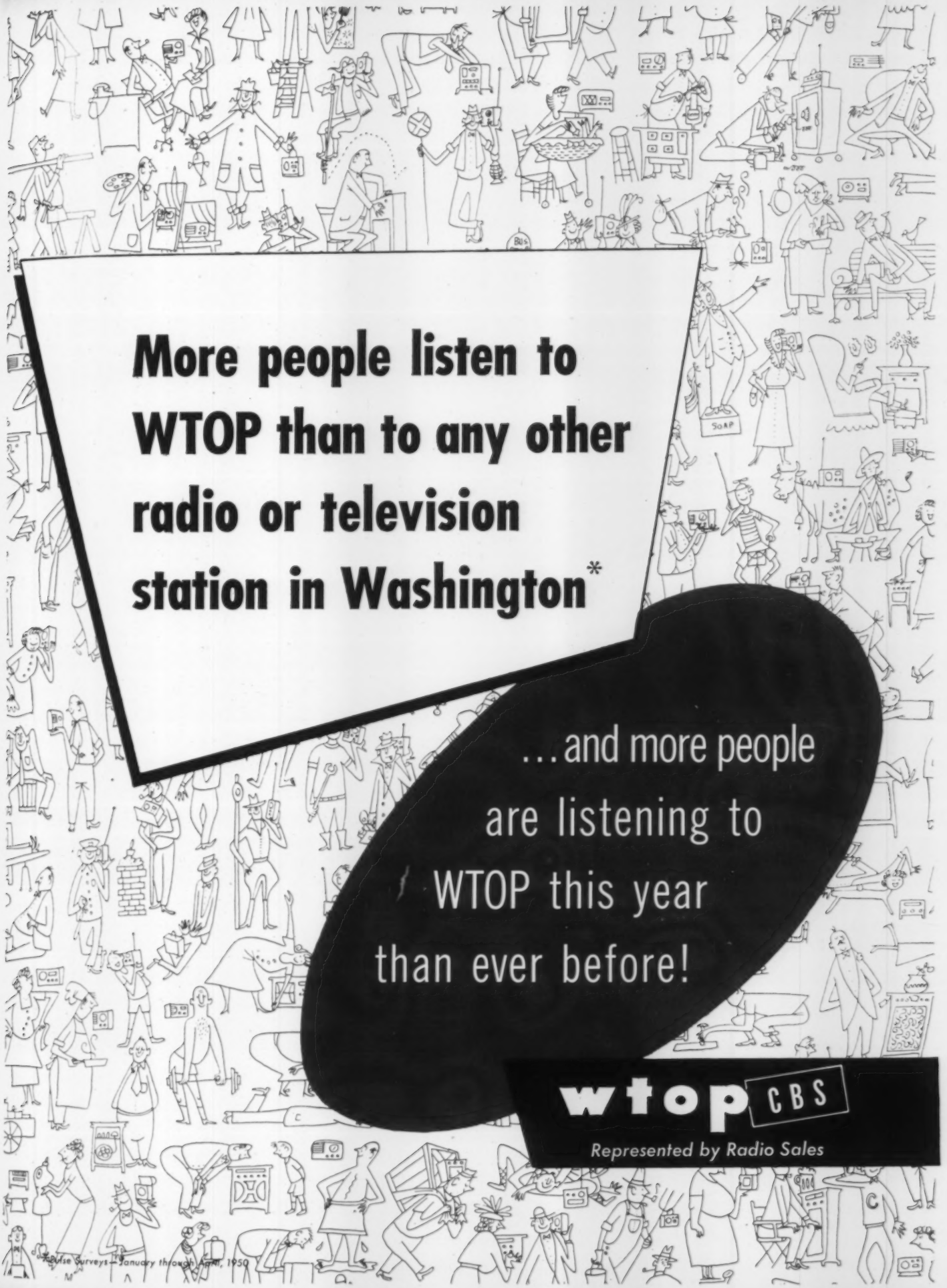
He applied for the two jobs and got them. He had graduated from college as a civil engineer and had played football until an unfortunate accident caused him to quit the game. In his sophomore year at Northwestern he had broken his neck in a scrimmage.

The principal reason, Mr. Norton says now, for his deciding to work in Johnsonburg, although until that moment he had never considered a teaching career, was that the fields and streams of that region abounded with game and fish.

For a man who sped through college with such spectacular haste, he was astonishingly deliberate in deciding on his eventual career. For a year he pursued the ruffed grouse and the speckled trout, taught chemistry, physics and football to the Johnsonburg young, and brooded about his future.

It was not an easy task for Mr. Norton to decide which job to settle on—he had been offered positions by seven different companies before he left Northwestern. Further, he was not sure which of several types of business he would follow. As an undergraduate he had been not only an engineer but also had man-

(Continued on page 38)


More people listen to
WTOP than to any other
radio or television
station in Washington*
...and more people
are listening to
WTOP this year
than ever before!
wtop CBS
Represented by Radio Sales
*Pulse Surveys—January through April, 1950

Cited for Americanism by Catholic War Veterans

"... BECAUSE he represents fearless American reporting of actions, background and reasoning which contribute to the movements of world events—and

"BECAUSE he has always recognized that all men are equal in the plan of Our Creator—never stooping to tinge with religious or racial association the contents of his reports—and

"BECAUSE he indicates by his workmanship that he—in accepting the privilege of 'Freedom of Expression'—is always conscious of the responsibility of protecting that Freedom for himself and all who equally appreciate it..."

The DEPARTMENT OF NEW YORK, CATHOLIC WAR VETERANS OF THE UNITED STATES OF AMERICA awarded a Scroll of Honor to Fulton Lewis, Jr. He is the first radio commentator to be cited in the 12-year history of the awards, which are presented annually to individuals who have distinguished themselves as outstanding citizens during the year.

* * *

The Fulton Lewis, Jr. program, currently sponsored on more than 300 MBS stations, is available for sponsorship in some localities. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Management

MAURICE CONDON, formerly with Roy S. Durstine Inc., New York, as director of radio-TV, and with WGAR Cleveland from 1931 to 1944, appointed business manager of WEOL Elyria, Ohio, effective May 15. He succeeds **H. A. SEVILLE,** resigned. Mr. Condon was radio director of Cincinnati office of Durstine Inc. for a year; transferred to New York office in 1945 as associate radio director and was named radio-TV director in 1948. Mr. Seville's future plans have not been announced.

Mr. Condon

GORDON GRAY, vice president of WIP Philadelphia, Pennsylvania Broadcasting Co., named member of board of directors of that company. He joined WIP in February 1947 and was named vice president early following year. He is former regional director of O.W.I. and was at one time director of Nebraska State Network.

DICK JOY, currently Hollywood freelance announcer, elected president of KCMJ Palm Springs, Calif. **DONALD C. McBANIN,** chief engineer of KCMJ, and **GEORGE W. IRWIN,** head of Irwin Adv. Co., elected vice presidents; **ROLAND VAILE,** general manager, appointed secretary-treasurer, and **C. D. RYDER Jr.,** accountant, elected to board of directors.

GENE FRANKEL, formerly chief announcer and sports director at WCFC (FM) Beckley, W. Va., appointed station manager at WERH Hamilton, Ala.

CARL ZIMMERMANN, formerly assistant manager for WFOX Milwaukee, appointed station manager for WRAC Racine, Wis., which is scheduled to take the air about May 14.

WILLIAM A. HANNON, vice president of Employers Reinsurance Corp., Kansas City, and well known in radio, on Apr. 24 was appointed a Knight in the Order of Orange Nassau by the Netherlands Government. Award, made by Dr. E. N. van Kleffens, Netherlands Ambassador to U. S., was given in recognition of Mr. Hannon's service as Counsel of the Netherlands for midwest five-state area.

GENE TIBBETT, general manager of WLOX Biloxi, Miss., elected president of Biloxi Rotary Club.

Respects

(Continued from page 36)

aged several school publications, from both editorial and advertising sides.

At the end of his year at Johnsonburg, he decided to join the Jewel Tea Co., at Barrington, Ill. His first occupation with the firm was in a sub-executive level, sweeping out the warehouse. Soon, however, he progressed to salesman. Before he left, in 1938, he was assistant to the president.

He resigned from Jewel Tea Co. to become general sales manager of the Cudahy Packing Co., Chicago. Later he became vice president in charge of sales and merchandising and was then put in charge of the manufacturing and distribution of the Cudahy packing house, dairy and poultry products, as well as advertising, public relations and research.

He left Cudahy in 1945 to join Kenyon & Eckhardt as merchandising consultant at the agency's New York office. Later he was transferred to Chicago as vice president and director in charge of the agency's office. He then returned to New York as a member of the plans board and supervisor of several accounts.

In 1947 he joined American Home Foods Inc. as executive vice president, and later that year became president. He occupied that position when he was hired by NBC to be its administrative officer.

The position of vice president in charge of administration was created in the reorganization of NBC. Mr. Norton, a staff-level officer, has under his direction: Company-wide financial planning, headed by John H. MacDonald, vice president; staff engineering, O. B. Hanson, vice president; intregrated services, William S. Hedges, vice president; personnel and labor relations, Ernest de la Ossa, director; and staff plans and research, Hugh M. Beville, director.

Married in 1932

Mr. Norton's year in his native regions after his graduation from Northwestern was not exclusively devoted to the pursuit of fish and game. Upon returning to Ridgway, he met Elizabeth Ravenscroft Smith, whose family had moved there during his absence at college. They were married in 1932, after he had ascended securely above his original job with Jewel Tea Co.

The Nortons have three children, Thane, 15; Nina, 12, and Elizabeth, 9. They live in Riverside, Conn.

Mr. Norton describes himself as an incorrigible hobbyist, although he gloomily reports that his time for avocational interests has been sorely curtailed since he joined the reorganized NBC.

At various times he has been an enthusiastic amateur artist, working in oils, water colors and charcoal; a photographer whose work has been exhibited both in the U. S. and abroad, and a general artisan. He makes much of his own fishing equipment and such hunting gear as decoys and gun butts.

His memberships include his college fraternity Beta Theta Pi, the Riverside Yacht Club, the Beaver Kill Club (a New York fishing club), the River Hill Club of Greenwich, Conn. He is a trustee of the Nutrition Foundation and a director of the Grocery Manufacturers of America.

Radio, in Mr. Norton's opinion, is not unlike some of his former associations. All are essentially selling operations, he says. At NBC life is not much different than it was at Jewel Tea, Kenyon & Eckhardt or American Home Foods, except that it raises hobs with hobbies.

AT HOME

AT THE OFFICE

IN THE CAR

AT THE STORE

IN MILWAUKEE

They all

"LIS'N to WISN"

Yes, no matter where they are—at home, at the office, in the car, at the store—in Milwaukee they all "LIS'N TO WISN." And why? Because WISN has the finest local and network programs and personalities in the greater Milwaukee area.

Hooperatings continue to show that WISN is the "MOST LISTENED-TO STATION" in Milwaukee. WISN programs for ALL the listeners. WISN leads in Public Service Awards.

WISN

5,000 WATTS DAY AND NIGHT

Gaston W. Grignon, General Manager

MILWAUKEE'S CBS OUTLET

REPRESENTED BY THE KATZ AGENCY

Army Spots

(Continued from page 23)

agreed to change the Army-Air Force accounting system so that the cost of producing programs for free broadcast and the cost of time purchases would no longer be lumped together in reports of radio expenditures.

Among the competing agencies, for the National Guard account, who survived a field of 11 submitting written bids covering advertising services for the Air and Army National Guard, it was learned, are Albert Frank-Guenther Law Inc., Buchanan & Co., Owen & Chappell Inc., and Robert W. Orr & Assoc.

The Gardner Advertising already has announced it will not compete for the account which last fall placed between $45,000 and $50,000 in time over AM-FM-TV station [BROADCASTING, May 1]. Present contract expires June 30, end of the current fiscal year. Gardner had held the account since August 1947.

The current overall NG budget allots $49,500 for Air and $350,000 for Army, with advertising expenditures divided approximately equal between radio, TV, newspaper and other media. Appropriations for 1950-51 have not been set yet by Congress.

Plans have not been completed for a proposed fall recruiting campaign by the guard, but Maj. E. L. Smith, NG information officer, indicated that radio and television will be allotted their shares of the advertising budget once the agency and funds have been determined for the coming fiscal year.

Other agencies who reportedly bid for the contract include Bronson West Advertising, Calkins, Holden, Carlock, McClinton & Smith, J. M. Hickerson Inc., Melamed-Hobbs Inc., Kal, Ehrlich & Merrick Inc., Henry J. Kaufman & Assoc. and Schwimmer & Scott.

Smith Davis Moves

SMITH DAVIS, radio and television station brokerage, has moved from the Waldorf-Astoria Towers, New York, to 9 East 62 St. Mr. Davis, Vincent J. Manno and Howard E. Stark compose the firm doing business as individuals in concern under the name Smith Davis. Telephone at the new quarters is Butterfield 8-2941 and 8-5185.

1893 Alvin Enus Nelson 1950

ALVIN ENUS NELSON, 56, pioneer radio and advertising man, died of a heart attack last Wednesday.

He suffered the fatal stroke in a San Francisco superior court where he was engaged in a civil damage suit. He was believed in good health up to the time of the attack.

At the time of his death, Mr. Nelson headed his own advertising agency, the A. E. Nelson Co., at 300 Montgomery St., San Francisco.

Mr. Nelson was born in Chicago June 9, 1893, and worked his way through Northwestern U. He acquired his interest in radio while still in school.

In 1923 he founded WIBO Chicago and operated the station until 1933 when his wave length was awarded by court order to the State of Indiana.

He then became a trouble shooter for NBC, being first sent to Denver as general manager of KOA. He made the station into one of the most successful in the West.

In 1937 NBC sent Mr. Nelson to Pittsburgh to take over and do the same job for the Westinghouse-owned KDKA. That job accomplished, in 1938 he was moved to New York and named sales manager of the NBC-Blue network. Transferred to San Francisco in 1939, he became general manager of KGO and KPO (now KNBC).

Mr. Nelson promoted and directed the building of NBC's modern Radio City Bldg. in San Francisco and headed the combined operations of the two stations until the Red and Blue networks were separated in 1941, and KGO became an ABC station.

He was an assistant vice president of NBC when he resigned to form his own advertising agency in 1942.

Mr. Nelson is survived by his wife, Ethel Nelson, and a son, Alvin Jr., both of San Francisco; a daughter, Mrs. Jane Bowes, of Denver; a brother, Earl Nelson, and a sister, Mrs. Mae Thorson, both of Chicago.

GOP'S ANSWER

Networks Reserve Time

FOUR major radio networks have agreed to give the Republican Party time to answer President Truman's May 15 address climaxing the National Democratic Conference and Jefferson Jubilee in Chicago. The 11:30-12 midnight (EDT) period May 16 has been reserved for an address by Sen. Robert Taft (R-Ohio).

Spokesmen for the Republican National Committee said the party had asked for time on behalf of the Senate and Congressional Campaign Committees and the parent Republican committee, who selected Sen. Taft. He will speak over combined facilities of ABC, NBC, CBS and MBS from Washington.

WDOK OPENS

Begins 24-Hour Schedule

CLEVELAND's only 24-hour station, WDOK, licensed by the Civic Broadcasters Inc., completed its first week's operation today (Monday). Station made its debut April 30 at 1 p.m.

Mr. Pierce

Station's staff, in addition to R. Morris Pierce, president and general manager, and Frederick C. Wolf, assistant to the president, consists of Wayne Mack, program director; George R. Plagnez, promotion manager and news editor; Stanley Barron, sports editor; and announcers, Sid Garris, formerly with WONE Dayton; Dick Mabry, formerly with WIBG Philadelphia, and Charles Hoover, formerly with WHKK Akron.

Mr. Mack, associated with radio in Cleveland for the past 15 years, previously worked at WGAR Cleveland. Mr. Plagnez wrote sports for the Cleveland *Press*, and Mr. Barron was associated with KFSB Joplin, Mo. Mr. Pierce is former vice president of WGAR Cleveland.

WDOK operates on 1260 kc with 5 kw. Mr. Pierce reported favorable news notices following the station's bow.

COURT REVIEW

House Reports Out Hobbs Bill

HOUSE JUDICIARY Committee last Thursday voted to report out —with limitations—legislation to provide that applicants seeking court review of certain FCC actions could file appeals in a three-judge district court in their home jurisdictions.

Authorities felt, however, that the measure (HR 5487), introduced last year by Rep. Sam Hobbs (D-Ala.), would have little practical significance to the FCC or applicants, since the committee specified it should not apply to Sec. 402 (b) of the Communications Act covering:

(1) Any applicant for a station CP, license or renewal, or for modification of an existing license whose application had been refused by the Commission.

(2) "Any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application."

(3) Any radio operator whose license has been suspended by the Commission.

Thus, final FCC actions on revocations, transfers, and rules and regulations having an immediate and final effect could be appealed to the special "home" court. Under present procedure they are appealable to statutory three-judge courts, which would be abolished under the Hobbs bill.

The rest of the measure would remain substantially the same as proposed by Rep. Hobbs. The judicial courts and the U. S. Court of Appeals for the District of Columbia would have "exclusive jurisdiction to enjoin, set aside, suspend (in whole or in part), or to determine the validity of, all final orders" of the Commission. Rep. Hobbs' bill supersedes a similar one he had sponsored earlier last year [BROADCASTING, Feb. 28, 1949].

Upcoming

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

May 25-26: Virginia Assn. of Broadcasters annual meeting, Tides Inn, Irvington, Va.

May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

June 5-8: Radio Mfrs. Assn. convention, Stevens Hotel, Chicago.

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

June 19: NAB Board indoctrination, NAB Hdqrs., Washington.

June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.

June 22: Eighth annual Stanford-NBC-Radio - Television Institute opens, Stanford U., Palo Alto, Calif.

June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.

FIRST 15 HOOPERATINGS NEW YORK—APRIL

ALL HOMES
Sponsored Network Programs

1.	Texaco-Milton Berle	26.2 TV
2.	Godfrey's Talent Scouts	21.6 TV
3.	The Goldbergs	20.1 TV
4.	Toast Of The Town	18.7 TV
5.	Lights Out	16.1 TV
6.	Godfrey & His Friends	15.3 TV
7.	Studio One	15.2 TV
8.	Jack Benny	14.7 Radio
9.	Radio Theatre	13.0 Radio
10.	Godfrey's Talent Scouts	12.7 Radio
11.	Suspense	12.6 TV
12.	Cavalcade-Sports	12.2 TV
13.	Saturday Night Revue	12.2 TV
14.	Bing Crosby	12.1 Radio
15.	Philco TV Playhouse	11.9 TV

RADIO-ONLY HOMES
Sponsored Network Programs

1.	Jack Benny	21.6
2.	Radio Theatre	21.0
3.	Godfrey's Talent Scouts	20.6
4.	Bing Crosby	18.1
5.	Mr. Keen	16.8
6.	Groucho Marx	16.4
7.	Crime Photographer	16.1
8.	This Is Your F.B.I.	15.2
9.	Suspense	15.1
10.	Bob Hope	14.7
11.	Burns & Allen	14.3
12.	Walter Winchell	13.8
13.	Gangbusters	13.5
14.	My Friend Irma	13.4
15.	F.B.I. In Peace & War	13.1

TV HOMES
Sponsored Network Programs

1.	Texaco-Milton Berle	65.5
2.	Godfrey's Talent Scouts	53.9
3.	The Goldbergs	50.2
4.	Toast Of The Town	46.7
5.	Lights Out	40.2
6.	Godfrey & His Friends	38.3
7.	Studio One	38.0
8.	Suspense	31.4
9.	Cavalcade of Sports	30.6
10.	Saturday Night Revue	30.5
11.	Philco TV Playhouse	29.8
12.	Silver Theatre	27.4
13.	Lone Ranger	26.8
14.	Break the Bank	25.9
15.	Man Against Crime	25.9

The average evening broadcast audience this report is 38.6, down 0.7 from last report and up 3.3 from year ago.

RCA Earnings

(Continued from page 26)

ing by Wilma Soss, president, Federation of Women Shareholders in American Business, but did not get enough votes to beat any of the official slate of nominees.

The stockholders also followed the management recommendation in rejecting a proposal for cumulative voting submitted by Lewis D. Gilbert and John J. Gilbert. They also authorized the reappointment of Arthur Young & Co. as independent public accountants to certify the corporation's financial statements for the fiscal year ending Dec. 31, 1950.

Noting that RCA's annual business volume has increased threefold in the last decade, from a level of $128 million in 1940 to $397 million in 1949, Gen. Sarnoff told the stockholders that "the funds required to run the business have grown nearly as fast, from $75 million 10 years ago to $185 million at the end of 1949, or a 10-year growth of $110 million. Capital expenditures have averaged about $15 million a year for the last five years and are likely to so do for the next five," he said.

Profits Plowed Back

"In obtaining these additional funds we did not dilute the equity of the stockholders through the issuance of additional stock," Gen. Sarnoff said. He explained that about two-thirds of the new capital came from profits plowed back into the business and the rest from a long-term loan of $40 million received about a year ago. This sum is the initial portion of a $60 million loan, with the remaining $20 million to be received later this year. This loan, which has an interest rate of 3%, will begin to mature about 20 years from now, he said.

Expressing appreciation for the "splendid work and the spirit of loyalty among our more than 40,000 employes," Gen Sarnoff noted that last year "was the first in which Mr. Frank M. Folsom served as president of RCA. His ability, experience and enthusiasm are reflected throughout the operations of the corporation. Mr. Folsom's contributions to the year's results were of the highest order." A burst of applause indicated stockholder concurrence in Gen. Sarnoff's congratulations to President Folsom.

Turning to television, Gen. Sarnoff reported that in February RCA Victor turned out its millionth TV set and added that there is a shortage of RCA receivers despite all the efforts being made to keep up with demand. He cited industry estimates that five million new TV sets would in 1950 join the four million in operation at the beginning of the year, indicating a total U. S. audience of some 32 million viewers by the end of 1950.

Reporting on the demonstrations of color television made by RCA before the FCC, Gen. Sarnoff declared that the new RCA electronic direct-view color picture tube which was demonstrated publicly for the first time on March 30 [TELECASTING, April 3] "promises to be one of the great inventions of the second half of the century. It is an outstanding development of our time and the master key to practical color television for the home."

He said that new tube gives a color TV set "unencumbered by any mechanical parts or revolving discs" with "no flicker, no color break-up, no whir of discs." He added that the RCA color system has "complete compatibility with the present black-and-white system" and that if the FCC approves it, owners of present day sets can get RCA color broadcasts in monochrome without any alterations or adjustments and without fear of obsolescence.

"Neither has the broadcaster any need to fear obsolescence of his transmitter, nor the loss of his black-and-white audience when he broadcasts RCA color programs," he said. "Because of this feature of compatibility, the RCA color system functions at both transmitter and receiver in complete harmony with the existing black-and-white system."

Color Set

Gen. Sarnoff said that with the new tube TV color sets can be built of the same general size and shape as standard black-and-white receivers. He reported that through new equipment developed by RCA engineers color programs can be sent over existing coaxial cables, insuring network program service from the start if the RCA color system is approved. In answer to a question as to when the public may expect color TV, he replied "within a year or two after the FCC sets the standards for color broadcasting."

For NBC, the year has been one of "notable progress" in both radio and TV broadcasting, Gen. Sarnoff reported. With more than 85 million radios in the nation and "considering the country as a whole, radio broadcasting continues to hold high popular rating." He reported the suggestion of Jack Berch on his NBC show that listeners contribute their Christmas cards for distribution to unfortunates and that this 30-second appeal pulled more than five million cards.

Admitting that the expenses of television had pulled NBC's net income for 1949 below the 1948 level, despite an increase in gross revenue of nearly $2 million, Gen. Sarnoff stated that although "the operation of a TV network is as yet unprofitable, the margin of loss is steadily being reduced. We are confident that television stations and networks will become profitable enterprises within a reasonable time, as the size of the audience, number of advertising sponsors and advertising rates increase."

Gen. Sarnoff reported that the 45-rpm system of recorded music, introduced a year ago, "has won widespread public acceptance and is rapidly becoming the most popular type of phonograph record on the market," with these records now being manufactured by RCA at the rate of more than 30 million a year and turntables for them being turned out and sold by RCA at the rate of more than one million a year.

He departed from his prepared text to state that if RCA had listened to complaints from stockholders and dealers a year ago this never would have happened, stating that the company's management took the course it did because of its faith in the recommendations of the RCA engineers who developed the 45-rpm system. With the 45's established, RCA is now issuing 33⅓ rpm records as well, he noted.

Radio Corp. of America and Domestic Subsidiaries
Consolidated Statement of Income
For the Quarter Ended March 31

	1950	1949
	$	$
Gross Income:		
From Operations	126,986,873	92,014,705
Other Income, including Interest and Dividends from other Investments	167,745	113,122
Dividends from wholly-owned Foreign Subsidiaries	214,932	200,000
Total Gross Income from all Sources	127,369,550	92,327,827
Deduct:		
Cost of Goods Sold, Operating, Development, Selling and Administrative Expenses	105,627,536	80,500,532
Depreciation	2,096,025	1,447,351
Amortization of Patents and Patent Rights	375,000	375,000
Interest	325,758	200,861
Total Deductions	108,424,319	82,523,744
Balance before Provision for Federal Income Taxes	18,945,231	9,804,083
Deduct: Provision for Federal Income Taxes	7,709,000	3,872,000
Net Profit for the Quarter	11,236,231	5,932,083
Preferred Dividend	788,201	788,200
Balance for Common Stock	10,448,030	5,143,883
Earnings per share on Common (13,881,016 Shares)	.753	.371

* * *

WCAP Is Now WJLK

WCAP Asbury Park, N. J., was scheduled to become WJLK at 7 a.m. May 1. The new call letters honor the late J. Lyle Kinmonth, for 50 years editor and publisher of the *Asbury Park Press*, owner of the station. WJLK will operate with 250 w on 1310 kc while WJLK-FM will continue on Ch. 232, 94.3 mc, with 1 kw, according to Thomas B. Tighe, manager.

KPHO REVAMP

Change-Over in Owners

REORGANIZATION of ownership in KPHO-AM-TV Phoenix was announced last week with sale by Rex Schepp of his 43% interest in KPHO for $101,000 and sale by Edward R. Borroff of his 10% holding in the AM station for $20,000 to principals in the TV station. Transfer papers are being prepared for FCC approval.

Mr. Schepp, president and general manager of KPHO, and Mr. Borroff, KPHO-TV general manager and former ABC vice president in charge of the central division, both announced their resignations concurrent with sale of their holdings. Buyers are John C. Mullins, Phoenix attorney; John Mills, owner of Westward Ho Hotel there, and Dr. J. N. Harber, also Phoenix. They plan to divide the interests equally, it was said.

It was expected that Mr. Mullins would be elected president to succeed Mr. Schepp with Carl Wester, KPHO-TV vice president, continuing second in command. KPHO, an ABC outlet, is assigned 5 kw on 910 kc. KPHO-TV, established in 1949, operates on Channel 5 (76-82 mc) and is the only TV outlet in Arizona.

Schepp Stock

Mr. Schepp owned 3,825 of the total 8,750 shares in Phoenix Broadcasting Inc., KPHO licensee, and five of total 11,585 Class A common voting shares in Phoenix Television Inc., licensee of KPHO-TV. Mr. Borroff held 750 shares in Phoenix Broadcasting. Other stockholders in Phoenix Broadcasting include: Mr. Mills, 2,925 shares; Citizen Pub. Co., Tucson, 750 shares; Erskine Caldwell, 400 shares, and George W. Chambers, 100 shares.

Other holders of Class A voting stock in Phoenix Television include: Mr. Mills, 3,750 shares; Mr. Harber, 2,000 shares; Mr. Mullins, 1,750 shares; Phoenix Broadcasting, 500 shares; Citizens Pub. Co., 2,600 shares; Mr. Caldwell, 250 shares; Mr. Chambers, 100 shares; Mrs. R. E. Ellingwood, 200 shares; John Ellingwood, 230 shares. Total of 480 shares Class B common nonvoting stock is held by: Mary Harber, 300 shares; Elsa Myers, 100 shares; Carolyn Carelton, 70 shares; Fred and Ethel Kindley, 10 shares.

Berns Joins WJZ-AM-TV

WILLIAM BERNS, former special events director of WNEW New York, and more recently on a special publicity assignment for NBC-TV's *Saturday Night Revue*, has joined WJZ-AM-TV New York, effective today (Monday) as promotion manager. Before his entrance into the radio and television field, Mr. Berns handled special promotion for Warner Bros., Eagle Lion and United Artists.

Selling Good-Will

(Continued from page 25)

hint in a dignified and human narrative.

All the association wants to do is show the public that the railroads have an attractive service to offer those who travel or ship commodities.

The relatively new commercial theme is linked with AAR's general publications advertising. More and more the radio campaign (nearly 50% of AAR's entire public relations budget) and the publications advertising are dovetailed.

Signs of the wisdom of this refined broadcast technique are appearing in AAR's large amount of unsolicited mail, and reflected at the ticket window. More important, in view of the fact that basic railway funds come from freight, is the indication of audience interest in this less glamorous type of service.

A *Railroad Hour* fan, who is general traffic manager of an important industrial concern, wrote to AAR asking for reasons he should ship by rail instead of truck and concluded this way, "I am now thinking of this in the interest of our country as a whole more than individually."

Without trying to stretch this incident into a trend, the association's officials added it to other related comments and incidents and decided to put a trifle more commercial punch into their institutional campaign.

Such changes in the approach of radio messages can be effected quickly and easily due to the medium's flexibility. How quickly and easily was shown just a fortnight ago—April 24.

Radio's Flexibility Used

With a major rail strike imminent, AAR officials were able to take advantage of radio's flexibility when they learned at 7:24 p.m. via Morgan Beatty's NBC news roundup, that the Brotherhood of Railway Trainmen & Firemen had just accepted the mediation offer of a federal board.

Forty minutes later William T. Faricy, AAR president, addressed the nation when *The Railroad Hour's* "Prince of Pilsen" paused for the regular two-minute message from the association.

President Faricy explained what had happened and reviewed the background of the strike threat, calmly and carefully, leaving the facts with listeners so they could draw their own conclusions.

The two-minute message offers an outstanding example of an industry's contact with the public in a crisis.

Had AAR tried to explain this situation in publication advertising it would have required a minimum of 48 hours for anything approaching national coverage.

Of course there's no way of hitching a yardstick or decibel meter to the public's response to the radio message, but it stands up in any public relations man's book as a demonstration of quick, dignified and effective contacting.

A study of AAR's mid-program announcements shows many fine examples of institutional copy. Only recently was it discovered that the 20-second closing billboard had unsuspected impact. The discovery occurred when AAR decided to repeat an audience analysis tried during the *Railroad Hour's* opening season.

After all, AAR is spending $1,150,000 a year on its radio campaign and wants to know who it is reaching, how many of them, and what they are like. When AAR does anything, it does it in a big way and that's what happened when the audience study was started.

Out of the project came one of the top examples of audience dissecting. The technique was simple and scientific, and AAR certainly hadn't the slightest desire to kid itself by shimmering up the results with statistical fantasies.

Details Outlined

It worked this way. On the Jan. 23 broadcast the middle commercial told listeners they would be mailed a railroad question-answer booklet titled *Quiz* if they wrote to *The Railroad Hour*, Transportation Bldg., Washington 6, D. C.

On the Jan. 30, Feb. 6 and Feb. 13 programs the closing 20-second commercial was devoted to the *Quiz* offer.

And what happened? Well, 63,794 persons wrote to AAR for the booklet. Every letter and postcard was checked, showing 98.5% of requests correctly addressed in every detail, even down to the zone number.

AAR thought the original two-minute offer would be the best mail puller but discovered that the three 20-second reminders drew almost as heavily as the middle commercial. As a result this brief windup is getting more attention with Singer Gordon MacRae reading the lines.

This doubling-in-brass idea is working out nicely. Mr. MacRae, who admits he is a "frustrated announcer," handles the lines with sincerity and relishes the intimate chat with the AAR's family of 15 million listeners.

Though AAR made no suggestion of any sort in its four *Quiz* announcements, 11,315 (18%) of those writing took time to comment on the NBC program. Of these, 11,298 were favorable, 1 definitely critical (he once had a dusty train ride) and 16 mixed ("it's a good show, but . . .").

AAR's statistical staff went to work on the 7,161 of the letters that could be identified by occupation of the listener. It found that 61.40% were men, 32.33% women, 5.86% children and .41% unidentifiable. The group included the following:

60 college teachers
199 college students
200 high school teachers
1,305 high school students
440 primary school teachers
2,370 primary school children
101 libraries
216 clergy
313 doctors
47 lawyers
31 writers, editors, commentators
13 bankers
899 businessmen
22 organizations
62 public officials
743 railroad employes
133 service personnel
595 from foreign countries (mostly Canada)

Besides this *Quiz* mail, AAR gets stacks of unsolicited letters of comment. Most of the writers say they enjoy the program and many like the commercials. Every letter is answered, and all suggestions go to AAR's agency, Benton & Bowles.

Audience Studied

With all this information, AAR believes it knows as much about its audience as any sponsor. While the program's results can't be added up at cash registers, the audience is known to be of high quality and ratings prove it is consistent and appreciative.

These conclusions definitely confirm the results of a similar study a year ago, when the *Quiz* booklet was offered on eight programs and drew 49,383 responses. All these figures show composition rather than size of audience.

The Railroad Hour's average share of audience increased from 15.1% in the October-December period of 1948 (pleasing for a new show) to 20.9% in the same 1949 period, rising 38% in a year, based on Nielsen data. The Nielsen rating in late 1948 was 6.3% compared to 8.1% in late 1949, a 29% gain. Highest rating, 13.8%, was attained last Nov. 21. A fan magazine panel classified the program as the eighth most popular on the air, rating above Bob Hope.

A Benton & Bowles study last week showed that during October 1949 through January 1950 the program gained 21% in average audience rating and 33% in share of audience over the same period a year before. The audience remains fairly level throughout the entire 30 minutes whereas a year ago it had declined "almost steadily" when the program lasted 45 minutes.

Interesting comment by the agency was that the program is gaining considerably this year in small cities and rural areas as well as medium-sized cities.

Stimulating interest in *The Railroad Hour* are 1¼ million railroad employes and their families, spurred by the promotional efforts of the individual carriers whose house organs, stations and vehicles carry posters and other material.

As a major advertiser, AAR believes in advertising its advertising, and results show that the formula is paying off on all sides. Even companies selling equipment and supplies to the road are joining in the promotion. A great majority of railroad public relations and advertising directors are enthusiastic over the program and their acceptance is growing.

Through *The Railroad Hour*, AAR is telling the nation about the tremendous increase in railroad efficiency as a result of vast investments in facilities during and since the war, though costs are much higher. The story of improved safety is stressed, along with other advantages of passenger travel.

Current Problems Included

At first the broadcasts had emphasized the railroads' role in the nation, but the messages have been broadened to include current problems as they arise along with more commercial and controversial phases of the industry.

Railroad employe reaction is favorable. The workers, their employers, listeners and the program cast are developing a family feeling. This has convinced many rail executives, long-range minded, they have a public relations and sales instrument that will grow in popularity and influence through the years.

The program is readily adaptable to television, and AAR is looking into the visual medium in a preliminary way pending its eventual development as a fully nationwide service.

AAR's officials are sure they are on the right track. *The Railroad Hour* format will be varied somewhat during the summer months, continuing Mr. McRae and the other talent but shifting May 29 to a musical memory motif.

But the railroad broadcast will carry on its same institutional theme, frosted with a tasty coating of traffic promotion.

And the program will continue to tell the public a great industry's intimate story, telling it with warmth and friendship to millions of persons who listen because they want to listen.

ABOUT to leave New York aboard an American Overseas Airlines flagship for Europe are Ed Wilson, KWK St. Louis personality, and Mrs. Wilson. The couple left April 30 on a three-week tour during which Mr. Wilson will do a series of broadcasts from England, Germany, Switzerland, Rome and France.

Linnea Nelson Speaker

LINNEA NELSON, radio time-buyer for J. Walter Thompson Co., New York, will be guest speaker at the Women's Advertising Club of Washington, D. C., luncheon on Wednesday (May 10) at the Washington Hotel. Mrs. Nelson also is a member of the board of Broadcast Measuring Bureau and the American Assn. of Advertising Agencies free time buying committee.

FELLOWS ELECTED

Heads Boston Radio Club

HAROLD E. FELLOWS, general manager of WEEI Boston and director of CBS operations in New England, was elected president of the Radio Executives Club of Boston at the final business meeting of the 1950-51 season last Wednesday (May 3) at Hotel Touraine. Approximately 150 broadcasters and agency executives attended the session.

Mr. Fellows

Highlight of the meeting was presentation of the all-industry film, "Lightning That Talks," by Maurice Mitchell, director of NAB's Broadcast Advertising Bureau. Mr. Mitchell said that a tighter, 20-minute version called "Lightning That Sells," was being prepared.

Other Officers Named

Other officers elected were: Edmund J. Shea, radio and TV director, James Thomas Chirurg Co., first vice president; Jan Gilbert, radio and TV director, Harold Cabot & Co., second vice president; Elmer Kettell, Kettell-Carter, station representative, treasurer; Rudolph Bruce, advertising manager, New England Coke Co., secretary.

Named to the board of directors were: W. C. Swartley, manager of WBZ-AM-TV, representing Boston stations; Gerald Harrison, president of WMAS Springfield and WLLH Lowell-Lawrence, out of town stations; Paul Provandie, vice president, Hoag & Provandie Inc., advertising agencies; Stacy Holmes, publicity director, Filene's, advertisers; Bert Georges, Transcast Corp., related businesses.

ZUGSMITH SUIT

Court Grants Defense Motion

A DEFENSE motion to amend the complaint filed four months ago by Albert Zugsmith, who is suing Smith Davis, radio stations and newspaper broker, for $2.5 million on charges that Mr. Zugsmith was improperly deprived of his share of revenue from the brokerage firm, was granted last week by federal court.

The defense motion to dismiss the complaint for lack of a cause of action was, however, denied.

Federal Judge William Bondy, sitting in the U. S. District Court, Southern District of New York, ordered that some sections of Mr. Zuzsmith's complaint be clarified "by alleging the facts relied on to sustain the conclusions."

Judge Bondy also granted a motion to quash the service on Smith Davis & Co., an Ohio corporation, and one of the several defendants named in Mr. Zugsmith's suit.

1891 Generoso Pope 1950

A SOLEMN Requiem Mass for Generoso Pope, 59, president of WHOM New York and publisher of *Il Progresso*, Italian language newspaper, who died on Friday, April 28, was offered on Monday, May 1, at St. Patrick's Cathedral in New York.

The funeral cortege was led by 300 New York City policemen and the Police Dept. band. Mr. Pope, who was an honorary Deputy Police Commissioner, was given the funeral honors of that rank. Mayor William O'Dwyer and Police Commissioner William P. O'Brien headed the line of honorary pallbearers.

Italian Born

Born April 1, 1891, in the province of Benevento, Italy, Mr. Pope arrived in the United States at the age of 10 and worked as a water boy for a sand company on Long Island. Fifteen years later he became president of that company. At the time of his death he was president of Colonial Sand and Stone Co. Inc., largest organization of its kind in the world.

In 1928 Mr. Pope purchased the Italian language newspaper and in 1946 acquired WHOM, a station with a large Italian audience. Generoso Pope Jr. is executive vice president and general manager of the station. Whether or not Mr. Pope's death will affect the management of the station is not yet known.

Throughout his life Mr. Pope had been active in many charities and served as chairman of the Committee of Americans of Italian Origin for the American Red Cross. During the last war he was chairman of war bond drives and sold over $400 million worth personally. He also was active in New York political affairs and served as treasurer of the 1949 New York Democratic mayoralty campaign.

Congressional leaders from New York last week paid their respects to Mr. Pope. Tributes were offered on Capitol Hill by Reps. Abraham Multer, Gary L. Clemente and Anthony F. Tauriello, all Democrats, and were inserted in issues of the *Congressional Record*.

Surviving are his wife, and three sons, Fortune R., Anthony J. and Generoso Jr.

KYOS KVCV KHSL

Mrs. McClung Named Head

FOLLOWING the death of Hugh McClung, owner of KYOS Merced, KVCV Redding and KHSL Chico, [BROADCASTING, May 1] his widow, Mrs. Mickey McClung, has been elected president and general manager of the three properties. Active with her husband as assistant manager for several years, Mrs. McClung announced there will be no change in operational policies or organization.

Elsworth Peck will continue as manager of the central offices of the McClung broadcasting stations in Merced. Charles H. Kinsley Jr. is KYOS station manager, with M. F. Woodling continuing in similar capacity at KHSL and Fred M. Stuelpnagel at KVCV.

NAB BRIEFING

Precedes Board's June Meet

SUMMER meeting of the NAB board of directors, to be held June 20-22 at NAB headquarters in Washington, will be preceded by an indoctrination session for new members [CLOSED CIRCUIT, May 1], NAB anounced last week. Eleven new board members will take part in the catechism, scheduled June 19.

Serving as instructors will be NAB President Justin Miller; General Manager William B. Ryan and Secretary-Treasurer C. E. Arney Jr., flanked by department directors from the NAB staff.

Mr. Ryan assumed his NAB post last Monday and devoted the first part of the week to meetings with staff members. He is expected to take part in the scheduled May 15 meeting between NAB officials and representatives of the four networks [BROADCASTING, May 1].

The network meeting will be held at the Waldorf-Astoria Hotel, New York. Tentative agenda as proposed by Judge Miller includes such topics as NARBA, international relations and activities of the various NAB departments.

WFRC PETITION

Cites Economic Factors

WFRC Reidsville, N. C., petitioned FCC last week to designate for hearing the new AM application of Reidsville Broadcasting Co., operator of WREV (FM) there, on grounds the city cannot support two AM outlets.

WFRC, a regional outlet on 1600 kc with 1 kw fulltime, directional, opposed the WREV(FM) bid for a new AM station in the city on 1220 kc with 250 w daytime. WFRC contended the hearing would prove "it is not possible for another radio station to operate in the Reidsville market without both stations slipping below the low water mark permitted by the Communications Act."

Similar Case Cited

The "low water mark" concept was brought out in a similar case in early April, that of WKUL Cullman, Ala. [BROADCASTING, April 10]. WKUL asked the U. S. Court of Appeals for the District of Columbia to set aside an FCC grant for a new Cullman station on grounds the city couldn't support both.

WFRC said in FCC's memorandum opinion, denying WKUL's request that the new Cullman grant be set aside, the Commission indicated it had authority to use its discretion in designating hearings on economic claims, depending on their merit.

WHITE'S YEAR

MBS Honors Its President

FRANK WHITE'S first anniversary as MBS president was celebrated last Monday at a luncheon given by Theodore C. Streibert, president of WOR - AM - FM - TV New York and chairman of the Mutual board.

The directors of the network, Mr. Streibert said, are pleased with the improved outlook in the sales picture and said they all looked forward to Mr. White's continued leadership in the future radio and television operations of Mutual.

Mr. White's executive staff also were guests at the luncheon.

NIELSEN RATINGS*

(TOTAL U. S., INCLUDING SMALL-TOWN, FARM AND URBAN H OMES—and including TELEPHONE and NON-TELEPHONE HOMES)

RANK OF TOP PROGRAMS, EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes
1	1	Lux Radio Theatre (CBS)	21.9
2	3	Jack Benny (CBS)	20.0
3	2	Godfrey's Talent Scouts (CBS)	19.8
4	5	Amos 'n' Andy (CBS)	18.4
5	6	You Bet Your Life (CBS)	18.1
6	8	My Friend Irma (CBS)	16.7
7	4	Charlie McCarthy (CBS)	16.7
8	19	Red Skelton (CBS)	15.5
9	7	Fibber McGee & Molly (NBC)	15.1

EXTRA-WEEK

MARCH 26-APRIL 1, 1950

Current Rank	Previous Rank	Program	Current Rating Homes
10	11	Day in the Life of Dennis Day (NBC)	15.1

NOTE! Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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'Gambling' Hearing

(Continued from page 30)

as I know, not a single member of the radio gallery here" deals with racing news.

Pursuing the same tack, Sen. McFarland observed that sports news, odds and even races are broadcast by radio and TV stations and that he had received no request from stations to appear. "I take it that they favor the legislation," he commented dryly.

Mr. Davis acknowledged that "certain kinds of broadcasts do promote gambling at race tracks" but objected that prohibition of news about it "is not the way to go about it."

Sen. McFarland reminded Mr. Davis that he had "deprived some of these radio stations and companies of a free broadcast from you" by banning broadcasts from the committee room. Stations also had tried to record proceedings involving "admitted violators of the law" who testified but the committee felt "that was not a very good thing," he remarked.

Brenner Testifies

Jacob Brenner, president and general manager of *Armstrong Daily Sports Inc.*, told the subcommittee that Armstrong programs are in "great demand" and that stations "solicit" the organization for racing news. "Several requests for the program have been made to us within the past few weeks," he added.

Singling out WTUX Wilmington, Del., Mr. Brenner accused Andrew J. Kavanaugh, Wilmington public safety director, of making "irresponsible statements" before the subcommittee last month and before FCC last year. Mr. Kavanaugh testified that the service was soliciting stations to transmit gambling information by promoting its "tip sheet" [BROADCASTING, April 24].

Mr. Brenner said Armstrong does not buy time from WTUX or other stations, only spot advertising and news announcements, and that "20-odd" other advertisers also buy time during afternoon periods on WTUX. He said that prior to October 1948 when Armstrong news began on WTUX, the station had broadcast a racing news program with results "much more quickly than under the Armstrong sponsorship."

Walter Semingsen, assistant vice president of Western Union Telegraph Co., said the company is "unalterably opposed to any legislation which would place on the common carriers burdens or responsibilities which are unreasonable, impracticable or impossible of fulfillment." The bill would make Western Union a "policing and censoring" agency, he declared. Furthermore, WU did not give preference to racing interests during wartime on use of facilities as mentioned in the FCC report, he added.

Mr. Semingsen said the telegraph company annually derives about $800,000 from its baseball ticker service and another $200,000 from services for football, hockey and basketball. Baseball information is transmitted by WU employes at the ballparks play-by-play, every three-innings or at the end of games. No racing news is carried by the company's CND (Commercial News Dept.) reports, he said.

While he felt that radio has cut down the number of WU subscribers, Mr. Semingsen said the firm has some 2,574 tickers in 529 cities, with transmitting stations at Dallas, Atlanta, Chicago, New York and San Francisco. Up to 3,500 baseball-sports tickers are used during the peak of the baseball season, he estimated.

WU Circuits Shown

He showed a Western Union exhibit of circuits which are leased to both Armstrong Daily Sports Inc. and *Morning Telegraph* who transmit racing news by means of teleprinter. Stations served by the Armstrong circuit included WRIB Providence, R. I.; WSFL Springfield, Mass.; WOKO Albany, N. Y.; WKIB New Britain, Conn.; WMID Atlantic City, N. J.; WTUX Wilmington, Del.; WSID Baltimore, Md.; WDAS Philadelphia, Pa. *Morning Telegraph* serves KBFT Los Angeles, according to the exhibit. Mr. Semingsen described the broadcasts coming "at intervals" or as racing results.

Mr. Semingsen thought it clearly recognized that furnishing or receiving racing news or sports data is not "gambling" and itself illegal, and added that it must be notified by federal or local authorities that the facilities are being used illegally.

(Meanwhile, last week Western Union asked FCC to amend its tariffs to permit it to discontinue acceptance of money or wagers in and out of the state of New Jersey—at the request of the state attorney general who ruled the practice illegal.)

S. Whitney Landon, general attorney, AT&T Long Lines Dept., said that if the Interstate Commerce Committee should approve the bill, "it should be aimed at senders" and not common carriers.

Additionally Mr. Landon felt that it would not be "in the public interest" for telephone companies to be required to censor telephone conversations, which in turn would make them a "law enforcement group." Long Lines has refused to give facilities to sport sheet services, he added.

Similar fears of a possible "communication censorship" were expressed by Clyde S. Bailey, executive vice president, U. S. Independent Telephone Assn., who felt that placing the burden on both senders and receivers would be "unrealistic" and "far-reaching." It would turn companies into "crime detection agencies," he charged.

With respect to the proposed FCC bill to ban outright all betting, odds and price data on all sports, Mr. Bailey thought it had "certain advantages" over the Justice Dept. proposal by providing a "more clear cut definition of the word 'gambling,'" and specifying an offense only when transmission is done "knowingly."

Mr. Bailey contended that "even this leaves much to be desired" and felt the FCC version could give rise to "many vexatious questions" in the determination of whether it is done "knowingly."

Represents Independents

Mr. Bailey's association is a national trade organization representing approximately 5,000 independent companies who are not members of the Bell System.

Herbert Moore, chairman of the board, Transradio Press Service Inc., felt the proposed Justice Dept. bill "skirts so close to the basic problems of freedom of information as to require the most searching scrutiny."

Mr. Moore told the subcommittee that whatever bill (FCC or Justice Dept.) is accepted, radio and television should not be assigned "an inferior role," and expressed doubt if betting has been increased by radio broadcasts of race results. He felt the proposed one-hour time lag after radio broadcasts or telecasts "involves the recognition of a dangerous principle of discrimination against radio versus the newspaper."

Mr. Moore explained that Transradio sports wire subscribers include about an equal proportion of radio, television and newspaper clients, and a general wire which primarily serves radio stations.

Stressing the importance attached to radio as a news channel and pointing to television's rapid strides, Mr. Moore termed broadcasters "timid" in the fight for news freedom because of "investments under government license" and told the subcommittee radio "must look to you, in great part, to defend a free and non-discriminating policy for radio news."

He added warily:

"I'm sure this committee is well aware of the danger of any law which would in any way give the communications companies and the FCC a sort of police function, which I'm sure none of them want and none is equipped to exercise. The FCC's tasks have become so complicated by the vast new developments in radio, television and communications generally as to discourage loading more functions on it."

Frank Starzel, general manager of Associated Press, characterized the bill as "dangerous legislation" and that it is "wrong in principle to prohibit transmisson of news that is legal at its point of origin. He said AP services only one radio station in the West and none in the East with racing and other sports information.

IN recognition of his "valuable services to Greece," J. E. Baudino (l), station manager of KDKA Pittsburgh, is presented with the Insignia and the Diploma of the Cross of the Commander of the Royal Order of the Phoenix by Greek Ambassador Vassilli C. Dendramis. The order was bestowed by the King of Greece who, through the ambassador, cited Mr. Baudino for the moral support he has continually given to Greece and the help he has given in establishing a better understanding between the two nations.

ONE WORLD

Awards to McBride, Murrow

MARY MARGARET McBRIDE, women's commentator on WNBC New York, and Edward R. Murrow, CBS commentator, have been selected as the 1950 radio award winners by the One World Award Committee, it was announced Wednesday by Prof. James H. Sheldon, chairman of the nominating committee.

Mr. Sheldon also announced that Roger Baldwin, international affairs chairman of the Civil Liberties Union, will receive the One World Flight Award and will make a round-the-world trip under the organization's auspices sometime later this year. Quentin Reynolds will receive the press award and William Wyler, producer of "Mrs. Miniver," "Best Years of Our Lives" and other movies, the motion picture award.

The 1950 One World Awards will be presented at a dinner to be held June 7 at New York's Waldorf-Astoria Hotel, when the organization also will present special awards for international statesmanship to Ben Cohen, Assistant Secretary General of the United Nations; Carlos P. Romulo, UN Assembly President, and others.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

Peabody Winners

(Continued from page 29)

bias or prejudice. Its "peculiar niche" (as a religious feature) has been "carved by both quality and popularity," the citation concluded.

Its music entertainment won WQXR New York an award in that category. All types of the "best" in music, the committee said, are brought by WQXR to a half million families in New York plus homes in 14 other states and Canada. Prominent 1949 offering on the station, the committee observed, was *Our Musical Heritage Series.*

Author Meets The Critic was judged tops in educational programs. The program has been heard regularly for the past 10 years over ABC—in 1947 it was aired on both radio and television. The Committee noted perseverance of Producer Martin Stone who stuck with the program even though it often lacked a sponsor. Lauded also was the editorial ability of John McCaffery, program host.

In children's programming, the bell was rung by WTIC-NBC Hartford for *Mind Your Manners,* which underscored the theory that it is smart for teen-agers to have good manners. As a new approach to the juvenile program, the judges found the WTIC program obtaining the approval of parents, teachers and the youngsters themselves.

NBC's UN Project Cited

As an outstanding contributor to international understanding, a commendation was given to NBC's United Nations project. No subject, the committee said, is more vital to the welfare of mankind than international understanding. The program concentrated its effort to explore the "structure, philosophies, and accomplishments of the agency most concerned with world harmony" and has been "an important adjunct to the UN itself in the fulfillment of its far-flung mission," the judges said.

For television entertainment, veteran comedian Ed Wynn, "The Perfect Fool," was voted first place. *The Ed Wynn Show* on CBS-TV, the judges found, brought to the TV screen the "best of the techniques of stage, screen and radio."

As an educational program, *Crusade in Europe,* telecast by ABC-TV, copped honors. Also recognized were the personalities involved in making the program available: Gen. Dwight D. Eisenhower, author of the book by the same title upon which the film was based; Henry R. Luce, editor, *Time* and *Life;* Roy E. Larson, president, Time Inc.; Richard de Rochemont, producer, and Arthur Tourtellot, assistant producer, "March of Time."

In the judgment of the Peabody Committee the most worthwhile TV undertaking in the news area during 1949 was CBS's *United Nations in Action,* a series of programs reporting activities and proceedings of the world body. This program was underwritten by the Ford Motor Co. as a public service.

Video's best children's program in 1949 was NBC's *Kukla, Fran & Ollie,* according to the judges. The puppet show was cited for the "whimsy and general satire of the James Barrie-Lewis Carroll sort."

Special citation was awarded to cartoonist H. T. Webster, for his weekly cartoon, "Unseen Audience," as the most "graphic and civilized criticism of radio." The Herald-Tribune Syndicate releases the strip. Other special citations went to the UN and the American broadcasters in general, as represented through NAB, for broadcast contributions to better international understanding; and to Harold Ross and *The New Yorker* for its successful campaign in behalf "of the rights of the so-called 'captive audience.'"

UH-ER-I-AH-UM-M-THAT IS — I-UH —
THIS IS SOME CHARACTER NAMED WEBSTER. THEY'RE GIVING HIM SOME KIND OF AN AWARD. DON'T KNOW WHY AND DON'T GIVE WHAT RADIO CALLS A DARN. WHY THEY PUT THESE BORES ON THE AIR I CAN'T IMAGINE. I'D EVEN PREFER LISTENING TO A SINGING COMMERCIAL
I NEVER HEARD OF THE MAN. BUT I FEEL SORRY FOR HIM. HE'S SCARED STIFF
WEBSTER

THE UNSEEN AUDIENCE—Mr. Webster's cartoon last Friday.

SAUDEK ELECTED

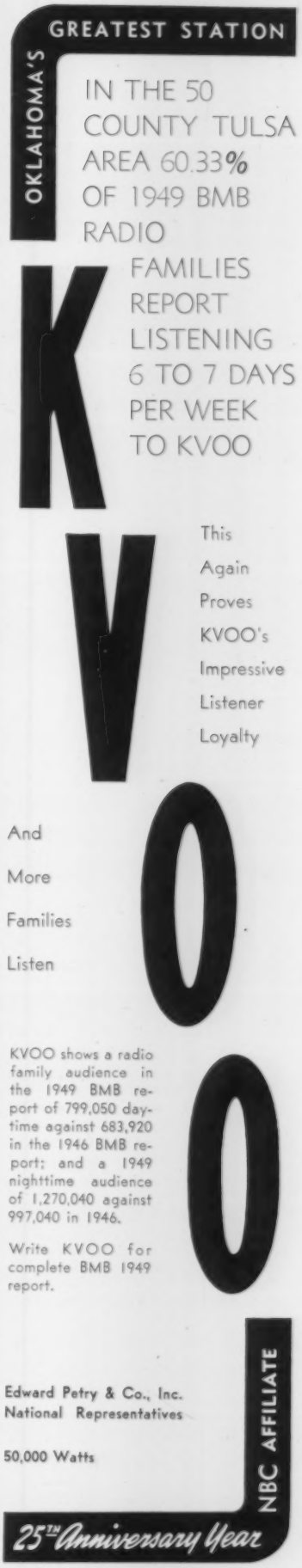
Is New REC President

ROBERT SAUDEK, ABC vice president in charge of public affairs, has been elected president of the Radio Executives Club of New York for the 1950-51 season, John J. Karol, CBS sales manager, current REC president, announced at last Thursday's luncheon session.

Mr Saudek

Other officers for the coming year will be: Vice president, Ralph Weil, WOV New York; treasurer, John W. Brooke, Free & Peters; secretary, Claude Barrere, Foreign Language Quality Network. They will be installed at REC's final meeting of the present season, May 18 at the Hotel Roosevelt.

Speaker at that luncheon meeting will be Clarence B. Goshorn, President, Benton & Bowles, and retiring chairman of the AAAA.


OKLAHOMA'S GREATEST STATION
IN THE 50 COUNTY TULSA AREA 60.33% OF 1949 BMB RADIO FAMILIES REPORT LISTENING 6 TO 7 DAYS PER WEEK TO KVOO
KVOO
This Again Proves KVOO's Impressive Listener Loyalty
And More Families Listen
KVOO shows a radio family audience in the 1949 BMB report of 799,050 daytime against 683,920 in the 1946 BMB report; and a 1949 nighttime audience of 1,270,040 against 997,040 in 1946.
Write KVOO for complete BMB 1949 report.
Edward Petry & Co., Inc.
National Representatives
50,000 Watts
NBC AFFILIATE
25TH Anniversary Year

IER Awards

(Continued from page 26)

NBC United Nations Report (NBC and UN Radio), both first awards. *People's Choice* (CBS) and *Teddy Is My Son* (NBC), both honorable mention.

News, Analysis-Comment — *Edward R. Murrow and the News* (CBS) and *Howard K. Smith from London* (CBS), both first awards. Special award, *Voices and Events* (NBC)—Citation: "Although not strictly in the category of News, Analysis-Comment, the judges recommended this program in recognition of the creative use of technical advances to bring news to listeners in an informative and educative manner."

Canadian National School Broadcasts —*This Is Newfoundland* (CBC), first award. *Children of the Commonwealth* (CBC), honorable mention.

Television Awards

Programs of various types—*Mr. I. Magination* (CBS), *Studio One* and *Ford Theatre* (CBS), *Meet the Press* (NBC), *Kukla, Fran and Ollie* (NBC), and *Your Show of Shows* (NBC), all five first awards.

Author Meets the Critic (ABC), *NBC Television Opera Series* and *CBS Television Opera Series* (NBC and CBS), *Arthur Godfrey and His Friends* (CBS), *Today with Mrs. Roosevelt* (NBC), *Fred Waring Show* (CBS), and *Escape* (CBS), all six honorable mention.

Regional Networks, Regional Organizations and Regional and Clear-Channel Stations

Religious — *Here's to the Family* (WNBC New York) and committee of Catholic Lay Organizations, first award.

Agricultural — *Modern Farmer* (WNBC New York), first award. *Extension Service of the Air* (WSJS Winston-Salem, N. C.), honorable mention.

Women's Programs—*Martha Deane Program* (WOR New York), first award.

Cultural (excepting music)—*Music for the Connoisseur,* Municipal Broadcasting System, New York, first award. *History and Myth on Stage* (WHA U. of Wisconsin), honorable mention.

Personal and Social Problems—*We Human Beings* (WCOP WCOP-FM Boston), first award. *Everyman's Story* (WNBC New York), honorable mention.

Presenting Public Issues—*Take It From Here: The New England Story* (Lowell Institute Cooperative Broadcasting Council, WHDH WHDH-FM Boston), first award. Also three honorable mentions: *W-I-N-D Forum of the Air* (WIND Chicago); *Murder on the Highway* (WCAU Philadelphia); *Junior Town Meeting* (WJR Detroit).

News Interpretation—*Capital Correspondent* (WPTR Albany), first award. *On the Communist Front* (WOR New York), honorable mention.

Furthering International Understanding — Three honorable mention awards: *After the Atom* (WAVE Louisville); *World and You* (WHDH Boston); *E Equals MC Squared* (Radio House of U. of Texas, KFJZ Fort Worth). Special award—*United Nations Proceedings* (WNYC New York) —Citation: "For unique and consistent endeavor in bringing full coverage of UN sessions to the public. Interpretative background presented with clarity, dignity and showmanship."

One-Time Broadcasts — *Race Prejudice* (WMAQ Chicago) and *PTC Strike* (WCAU Philadelphia), both first awards. *Kidnap* (WWJ Detroit), honorable mention.

Children's (Out-of-School Listening) —*King's Three Ring Circus* (KING Seattle), first award. Honorable mention to *Sounds Fun* (CBL Toronto) and *Carnival of Books* (WMAQ Chicago).

Teen-Agers (Out-of-School Listening)—*Young Book Reviewers* (WMCA New York) and *Young Ideas* (KLZ Denver), both first awards. *Young America Speaks* (KFI Los Angeles), *Family Table* (WIND Chicago) and *River Story* (WAVE Louisville), all three honorable mention.

In-School Use (Intermediate Grades) *Children of Other Lands* (CBL Toronto) and *Tales From the Four Winds* (WNYE New York), both first awards. *Magic Book* (KMBC-KFRM Kansas City), honorable mention.

In-School Use (Intermediate Grades) —*Classmates Overseas* (WSUI-KSUI Iowa State U.), first award. *Dr. Tim, Detective,* (KLZ Denver) honorable mention. Special award *Music Map of America* to Standard Oil of California (KNBC San Francisco and western NBC network) — Citation: "For 22 years of fine service to West Coast elementary school children in presenting unusually high-quality musical enjoyment; for efforts to provide a program which will integrate historical and cultural understanding."

In-School Use (Junior-Senior High) —*Young People's Symphony Preview* (KUOM U. of Minnesota) and *Get the Answer — Right!* (WBOE Cleveland Board of Education), both first awards. *My Neighbor and Me* (CBR Toronto) and *Understanding One World* (KDKA Pittsburgh, both honorable mention.

Local Stations and Organizations

Agricultural—*Indiana Farm Journal of the Air* (KIOU Kokomo, Ind.), first award. *Friendly Farm Chat* (WSTV Steubenville, Ohio), honorable mention.

Cultural (excepting music) — *NBC Theatre* (WAVE, U. of Louisville), first award. *Music of the Nations* (WCFM Louisville Public Library), honorable mention.

Personal and Social Problems — *Syracuse It's Your Problem* (WAER Syracuse U.) and *PTA of the Air* (WIRA Fort Pierce, Fla.), both honorable mention.

Presenting Public Issues—*On the Spot* (KTBC Austin, Tex., U. of Texas), first award. *Brown America Speaks* (WDIA Memphis), honorable mention.

News Interpretation — *Report from Congress* (WAER, Syracuse U.), first award—Citation: "A serious and successful attempt to clarify the issues in the national capital each week through careful research, effective dramatization, skillful use of human interest and introduction of important public figures." *Understand the Peace* (WSPR Springfield, Mass.), honorable mention.

Special One-Time Broadcasts—*For This I Die* (WAER Syracuse U.), honorable mention.

Children's (Out-of-School Listening) —*Children's Workshop* (WTOM Bloomington, U. of Indiana), first award. Also honorable mention to: *Magic Music Box* (WINR Binghamton) and *Playtime for Children* (WEXT Milwaukee).

Teen-Agers (Out-of-School Listening)—*Treasures off the Shelf* (WUOM, U. of Michigan, Ann Arbor), first award.

In-School Use (Primary Grades)— *WBGO Story Hour* (WBGO-FM, Newark Board of Education), honorable mention.

In-School Use (Intermediate Grades) —*Under American Skies* (WABE-FM, Atlanta Board of Education) and *Listen to a Legend* (WMT Cedar Rapids, Iowa), both honorable mention.

In-School Use (Junior-Senior High) —*8-A Quiz* (WBGO-FM Newark Board of Education) and *Teen Topics* (WABE-FM Atlanta Board of Education), both honorable mention.

Organizations Preparing and Distributing Transcribed Series

Religious—*All Aboard for Adventure* (Protestant Radio Commission), first award.

Cultural (excepting music—*University Hour* (U. of North Carolina)) first award. *American Heritage* (Armed Forces Information and Education Div.), honorable mention.

Personal and Social Problems—*VD Radio Project* (Columbia U.), first award. *The American Indian* (American Restitution and Righting of Old Wrongs Inc.), honorable mention.

Presenting Public Issues — *Rutgers University Forum* (Rutgers and New Jersey State U. over WCTC New Brunswick and WAAT Newark), honorable mention.

Furthering International Understanding—*GI Ambassador of Goodwill* (Armed Forces Information and Education Div.), honorable mention.

Special One-Time Broadcast — *The Only Good Indian* (American Restitution of Righting of Old Wrongs Inc.), honorable mention.

Children's (Out-of-School Listening) —*Adventure in Folk Song* (Gloria Chandler Recordings), first award.

Teen-Agers (Out-of-School Listening)—*That Ignorant, Ignorant Cowboy* (Columbia U.), honorable mention —Citation: "For a daring and unique educational experiment in VD control."

In-School Use (Intermediate Grades) —*This Week in Nature* (Cornell U., WHCU Ithaca), first award. *California Stepping Stones* (Junior Leagues of California), honorable mention.

Paul Laven

FUNERAL services for Paul Laven, 43, gag writer on the NBC *Bob Hope Show,* were held in Los Angeles on May 3, with burial in Warrensville Cemetery, Cleveland, Ohio. Mr. Laven died at his Los Angeles home on May 1 following a heart attack. Surviving is his wife, Betty.

WOC FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

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On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 9,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

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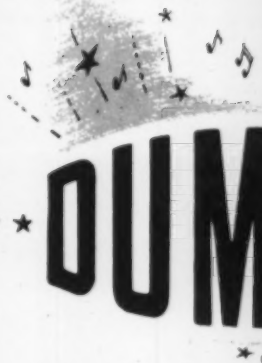

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...GETS 'EM ALL!

CONCENTRATES!

CUTS THE COST!

Television set ownership is growing at a phenomenal rate. Every day television is paying off more . . . to more advertisers.

Even the time when networking breaks into the black is very near. That's why it is extra important now to remember certain things about television:—

In the beginning . . . there was Du Mont. Yes, *Du Mont did it first*—built the first network between its New York station WABD and its Washington station WTTG. . Now the Du Mont Television Network contains 54 stations from coast to coast.

As for coverage, *Du Mont gets 'em all*— 99% of the nation's telesets are within reach of the Du Mont signal. (And don't forget that Du Mont signals are just as good as anybody's.)

With no vested interest in other media, *Du Mont concentrates* — gives its undivided attention to televison. Du Mont believes in television— with a young-minded singleness of purpose that bodes the best for sponsors.

Du Mont continuous program research pioneers the way to larger audiences, smaller budgets. *Du Mont cuts the cost* of television— labors to deliver more viewers per dollar. And that's only part of the reason why —

Large advertiser or small, there is Du Mont time and talent, Du Mont programs and spots suited to you. For the rest of the story — write, wire, phone or run over to:

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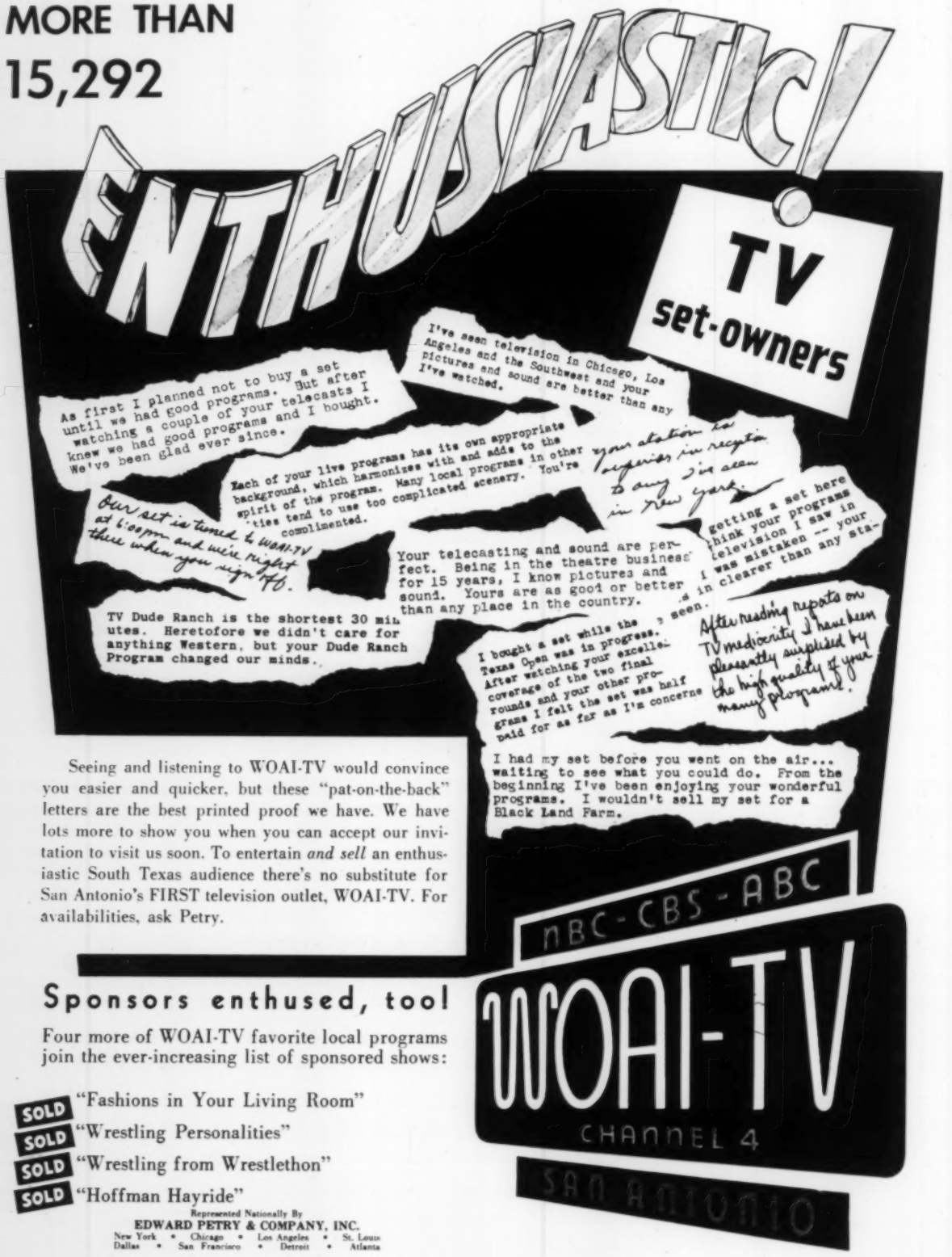
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TV set-owners
As first I planned not to buy a set until we had good programs. But after watching a couple of your telecasts I knew we had good programs and I bought. We've been glad ever since.
I've seen television in Chicago, Los Angeles and the Southwest and your pictures and sound are better than any I've watched.
Each of your live programs has its own appropriate background, which harmonizes with and adds to the spirit of the program. Many local programs in other cities tend to use too complicated scenery. You're complimented.
Our set is tuned to WOAI-TV at 6:00pm and we're right there when you sign off.
Your telecasting and sound are perfect. Being in the theatre business for 15 years, I know pictures and sound. Yours are as good or better than any place in the country.
getting a set here think your programs television I saw in was mistaken -- your in clearer than any sta-
TV Dude Ranch is the shortest 30 minutes. Heretofore we didn't care for anything Western, but your Dude Ranch Program changed our minds.
I bought a set while the Texas Open was in progress. After watching your excellent coverage of the two final rounds and your other programs I felt the set was half paid for as far as I'm concerned
After reading reports on TV mediocrity I have been pleasantly surprised by the high quality of your many programs.
I had my set before you went on the air... waiting to see what you could do. From the beginning I've been enjoying your wonderful programs. I wouldn't sell my set for a Black Land Farm.

Seeing and listening to WOAI-TV would convince you easier and quicker, but these "pat-on-the-back" letters are the best printed proof we have. We have lots more to show you when you can accept our invitation to visit us soon. To entertain *and sell* an enthusiastic South Texas audience there's no substitute for San Antonio's FIRST television outlet, WOAI-TV. For availabilities, ask Petry.

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Four more of WOAI-TV favorite local programs join the ever-increasing list of sponsored shows:

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MAY 8, 1950

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TELECASTING

COLOR HEARING CLIMAX

Set Production by Mid-'51–Sarnoff

THE RCA-CBS color television battle was virtually in the hands of the FCC late last week after Brig. Gen. David Sarnoff, RCA board chairman, wound up major presentations with testimony in which he said RCA could have sets for its system in production by June 1951.

In a move to speed termination of the long-drawn proceedings, FCC meanwhile announced sessions would be held for as long this week as may be necessary to complete cross-examination and rebuttal evidence, leaving only a further demonstration of the CTI system in San Francisco on May 17 and, on May 25-26, CTI cross-examination and rebuttal.

The testimony of Gen. Sarnoff, on the stand in a marathon performance for two days and one evening, highlighted a full week which also produced these developments:

● Dr. W. R. G. Baker of General Electric Co., head of RMA's engineering department, recommended that FCC let the National Television System Committee, which he heads, or some equivalent industry body draft recommended color standards within a broad policy framework to be fixed by the Commission.

● In the same vein, Dr. Thomas T. Goldsmith Jr., research director of Allen B. DuMont Labs, said he thought a group of engineers by "getting in a corner" could do a better job of settling the color controversy than can be done via additional formal hearing procedure.

● It was learned that the Bureau of Standards Committee on color television, set up to study and report to the Senate Interstate and Foreign Commerce Committee, has its report in the "first-draft stage" and, though studies are still in progress, is expected to complete its work and report within a few weeks.

Hearings to Start June 5

● FCC announced that hearings on the next phase of the overall television case—a Bell System proposal to allocate the 470-500 mc band at the lower end of the UHF region to common carrier operations instead of TV — will commence June 5, with cross-examination to follow immediately upon completion of the direct testimony.

● Laying plans for CTI's May 17 demonstration, to be attended by Chairman Wayne Coy and Comr. Rosel Hyde, as well as key staff members, FCC said CTI officials report "a significant improvement" in the operation of their system.

● FCC rejected Hallicrafters Co.'s request for permission to participate in the color hearings, on grounds that the data the company has to offer would not help FCC to write rules and standards. Hallicrafters' request stressed the importance of having a compatible color system and urged FCC to lift the VHF freeze and make UHF assignments.

Gen. Sarnoff, who said he had read all of the estimated 10,000 pages of the color hearing transcript, appeared to have anticipated most of the questions which were put to him, with the exception mainly of detailed interrogation on patents and patent policies.

His appearance Wednesday, Thursday and Thursday evening brought out one of the largest audiences the color sessions have had since their early days last September and October. CBS President Frank Stanton and Executive Vice President Joseph H. Ream were present to hear him castigate the system they propose. RCA President Frank M. Folsom was among the top-level officials of his own organization on hand.

Final Cross Examination

He was preceded by Drs. Goldsmith and Baker, and was to be followed by wind-up cross-examination of Vice President Conway Coe and Drs. E. W. Engstrom and George Brown of RCA; CBS Vice President Adrian Murphy and Dr. Peter Goldmark, developer of the CBS system, and Dr. Goldsmith (see late story AT DEADLINE page).

Gen. Sarnoff was subjected to extensive questioning on patents by FCC counsel, the DuMont attorneys and Comr. Robert F. Jones in particular.

Judge Samuel Rosenman, counsel for CBS, probed pointedly and at length, contending RCA had consistently sought to block CBS color and arousing Gen. Sarnoff to retort that Columbia's announcements of its color systems were intended to retard black-and-white TV.

Chairman Coy revived his query about the possibility of moving all television into UHF, and was told

Gen. Sarnoff testifies. . . .

* * *

VHF definitely should be retained for both color and black-and-white but that steps also should be taken promptly to open and develop UHF for both services. Very little is known about UHF despite the work that has been done in that area, Gen. Sarnoff asserted. He argued that opening of UHF and abandonment of VHF would retard commercial color.

In a gloves-off attack on the CBS system, Gen. Sarnoff called upon FCC to set standards based on compatability, 6-mc bandwidth, and color quality comparable to black-and-white. Standards based on the CBS system, he claimed, would be "a fatal mistake," resulting in a set-sales recession that would bring "ruination and bankruptcy" to many small manufacturers.

On the question of RCA's color manufacturing policies—one of the main points which led to Gen. Sarnoff's appearance—he testified:

● **If the RCA system is given commercial approval "soon," RCA would have color sets in factory production at a rate of 200 a week by June 1951, increase the tempo to 1,000 a week by the end of the year**

(Continued on Telecasting 8)

UHF Development

STANFORD U. Research Institute announced last Friday it had developed a new high powered UHF transmitter and a completely compatible converter to go with it. The institute has been working on UHF equipment under the sponsorship of John H. Poole, UHF experimenter of Long Beach, Calif. A complete report on the new transmitter and converter is being prepared for early release, institute officials said.

PEABODY AWARDS in television (see story page 29) were conferred on the following:

***Crusade In Europe*—Left photo: Roy Larsen (l), Time Inc., sponsor, and Mark Woods, ABC vice chairman, looking over script.**

Coverage of UN General Assembly—2d photo: Frank Stanton (l), president of CBS, and Henry Ford II, sponsor, at Lake Success.

Ed Wynn—3d photo: Star of Ed Wynn Show.

***Kukla, Fran & Ollie*—Right photo: Burr Tillstrom, creator, and Fran Allison with the puppet stars, the blue-nose Kukla and Ollie the dragon.**

'JERRY'S ANIMALAND' SUCCESS

WKRC-TV Program Uses Recorded Voices, Live Action

SUCCESSFUL test of the practicality of a new television technique by which the audio part of a television show could be recorded beforehand and merely pantomimed by the actors during the telecast, has been announced by the program's joint producers, WKRC-TV Cincinnati and Robert Acomb Inc., Cincinnati advertising agency.

The experimental show, called *Jerry's Animaland*, was taken off the air after a seven-week showing when Robert Acomb, agency president, and Richard von Albrecht, WKRC-TV program director, were satisfied it was practical.

Station reports that one network and a film company have expressed an interest in syndicating the show.

The program told the story of Jerry, the 10-year-old son of a circus animal trainer, and his daily experiences with his animal friends who were being trained by his father.

Working together on ideas, story and direction, Mr. Acomb and Mr. von Albrecht said they were confronted with something new and different in television production. This was because one person was to take the part of all animal voices. They decided to try the technique and planned the experiment.

Mr. Acomb wrote and produced the show. The station, through Mr. von Albrecht, directed and telecast it four times a week, 7:45-8 p.m. At the end of seven weeks both reported the answer was clear that this technique would make TV production better, easier—and less expensive. They found that continuity slip-ups were eliminated, actors were more at ease during the actual telecast and production and talent costs were kept at a minimum.

The part of Jerry was played by Gerald Harris, 10-year-old Cincinnati student. Victor Moore Jr. did all the animal voices so that the two were the only principal characters needed.

During the experimental period, Messrs, Acomb and von Albrecht said, the program caught on rapidly and gained a large following. Adults and children alike wrote to praise the show and ask for more, they reported.

This summer they plan on writing and recording new shows, designing new costumes and creating new scenery, all to be ready by fall. Both will tell you one thing is certain. The experiment substantiated their belief that a TV show, based on this completely different production technique, was feasible, could be worked out, and would keep cost down.

In addition to Messrs. von Albrecht and Acomb; Gerald Harris, and Mr. Moore, other key figures in *Jerry's Animaland* include Margie Shera of WKRC-TV; Richard Ostrander, WKRC-TV production man, and Robert Huber, in charge of camera direction.

Trying their luck by breaking a wishbone before their WHAS-TV debate are Mr. Sholis (l) and Mr. Corum, "the man who couldn't lose."

ASCAP TV MUSIC

Industry Meet Set May 16-18

THE INDUSTRY committee appointed to negotiate per program licenses for the use of ASCAP music on television will meet with the television committee of ASCAP at the society's New York headquarters May 16-18, Stuart Sprague, New York counsel for the TV broadcasters group, announced last week.

Every effort will be made to clear up the remaining difficulties and settle terms of the proposed licenses during the three-day meeting, Mr. Sprague said. Committee was formed last fall after an earlier TV music committee had worked out terms for blanket licenses with ASCAP, but negotiations of the per program forms were delayed while ASCAP was working with the Dept. of Justice on details of its new consent decree.

DERBY TELECAST

WHAS-TV Sponsors Debate

WHAS-TV Louisville sponsored a debate a fortnight ago but it was a case of one of the two principals being *sure* to win.

The debate was between Victor Sholis, general manager of WHAS, and Bill Corum, president of Churchill Downs race track. The question was: "Should the Louisville area have a live telecast of the Kentucky Derby?"

In their debate, both Mr. Corum and Mr. Sholis agreed that neither wanted to kill America's blue-ribbon turf event which was held last Saturday. Mr. Corum, debating on the negative side, was much the one-sided winner because, long before the debate, he and others of Churchill Downs official family had decided and announced the answer: It was: "No" for telecasters.

Taking time out from their chores in connection with Jerry's Animaland *on WKRC-TV are (l to r): front, Gerald Harris (Jerry), Mr. von Albrecht; Mr. Moore; back, Miss Shera, Mr. Ostrander and Mr. Huber.*

WRESTLER STRIKE

Halts Hollywood Arena

WITH wrestlers refusing to perform before TV cameras, wrestling at Hollywood (Calif.) Legion Stadium has been discontinued and the house will remain dark until termination of the present telecasting contract with Don Lee Television on May 26.

Stadium committee, headed by Leonard Jacobsen, made a direct appeal to wrestlers, managers and promoters to permit resumption and uninterruped telecasting of the sport in behalf of needed war veterans' relief. Stadium and Don Lee officials offered to waive any revenues for the balance of the existing contract and turn over that money to such veteran causes as directed.

The wrestlers' "strike" began April 17 when KSTL (TV) Los Angeles moved its cameras into the stadium to telecast matches. Moments before the bouts were to begin, contestants told stadium officials they would not wrestle unless TV cameras were removed. With a stalemate, the stadium cancelled its matches and refunded money to the spectators.

As a result, Legion officials declared they would ask the State Athletic Board to suspend the 10 wrestlers involved for breach of contract.

Mr. Jacobson said the Legion had a contract with Don Lee Television for telecasting of all stadium events. He further declared the wrestlers had signed regular contracts with the arena.

Phonevision to KTTV

KTTV (TV) Hollywood, has contract with Comdr. Eugene MacDonald, head of Zenith Radio Corp., for first rights to Phonevision in the Los Angeles area. Rights permits KTTV to operate the system either on an experimental or commercial basis, if and when it becomes feasible after test scheduled in Chicago next September.

EXTENSIONS

FCC Probe Still Alive

EVIDENCE that FCC has not completely abandoned its investigation of NBC's 2½-hour Saturday night TV series appeared last week in reports from the Commission concerning temporary license extension of several AM stations [TELECASTING, Feb. 27]. Before beginning the series NBC amended certain network provisions to which FCC had originally objected.

FCC explained it issued temporary licenses April 28 to WISN Milwaukee, WWJ Detroit and WMMN Fairmont, W. Va., because television affiliates of these operations were involved in the NBC Saturday night TV case which is expected to have under consideration, for at least another week.

WISN, a Hearst Radio Inc. station, was temporarily extended because of affiliated WBAL-TV Baltimore, the Commission said. Similarly, WMMN was put on temporary license because of WSPD-TV Toledo, Ohio. Both are Fort Industry stations. WWJ is affiliated with WWJ-TV. All of the TV outlets are NBC-TV affiliates.

Observers last week questioned FCC's reasoning in the WISN and WBAL-TV association since only a fortnight ago the Commission granted WBAL a construction permit for a new FM station in Baltimore.

Meanwhile, FCC also reported it had extended the license of NBC WRC Washington on a temporary basis because of the long pending complaint of the National Assn. of Radio Station Representatives. KFWB Los Angeles was temporarily extended because of the pending policy consideration regarding the movie anti-trust cases.

JOHN MECK INDUSTRIES, Plymouth, Ind., announces marketing of 10-inch table model TV receiver with built-in antenna for $99.90. Model will be released to dealers soon.

APRIL PULSE

Reported for Three Cities

LATEST television reports by The Pulse Inc. show *Godfrey & His Friends* as the top once-a-week show in Chicago. *Texaco Star Theatre* lead the Los Angeles and Philadelphia list.

The report covers the period April 1-7. Television program average ratings for three cities are given by The Pulse as follows:

CHICAGO

Once-A-Week Shows

Godfrey & His Friends	60.4
Texaco Star Theatre	52.8
*The Lone Ranger	52.1
Toast of the Town	42.8
Godfrey's Talent Scouts	40.8
Kraft TV Theatre	35.6
Super Circus	34.1
Stop the Music	33.8
Saturday Night Revue	31.1
Sachs Amateur Hour	30.9

* Including re-broadcast

Multi-Weekly Shows

Howdy Doody	18.3
Kukla, Fran & Ollie	17.7
Lucky Pup	15.0
Wranglers Club	14.9
Small Fry Club	14.7
Paddy the Pelican	13.5
Film Serial	12.8
Mohawk Showroom	12.5
Cactus Jim	11.7
Judy Splinters	10.9

LOS ANGELES

Once-A-Week Shows

Texaco Star Theatre	35.5
Hopalong Cassidy	30.9
The Movies	25.2
Toast of the Town	23.0
Movietown: RSVP	23.0
Fred Waring	22.9
Ed Wynn	22.5
Ken Murray Show	21.5
Baseball	20.1
Alan Young Show	19.0

Multi-Weekly Shows

Time for Beany	17.5
Handy Hints	16.1
*Cowboy Thrills	15.6
Newsreel (7:00)	12.0
Wheeler & Rourke	10.3
Newsreel (10:00)	10.2
Telequiz	9.5
Playtime	8.9
Kukla, Fran & Ollie	8 8
Cyclone Malone	8.7

* 15.2 Mon.-Sat.

PHILADELPHIA

Once-A-Week Shows

Texaco Star Theatre	61.8
Godfrey & His Friends	54.3
Godfrey's Talent Scouts	52.0
Toast of the Town	49.5
Stop the Music	43.6
Kraft TV Theatre	39.8
Fireside Theatre	39.0
Philco Playhouse	37.1
Ford Theatre	36.6
The Goldbergs	36 0
Silver Theatre	36.0

Multi-Weekly Shows

*Frontier Playhouse	31.1
Howdy Doody	28.4
Kukla, Fran & Ollie	22.4
Mohawk Showroom	16.2
Judy Splinters	15.7
Camel News Caravan	15.4
Godfrey & His Uke	15.2
Ghost Rider (11:00 PM)	13.4
CBS-TV News	12.5
Hollywood Playhouse	11.0

* 28.5 Mon.-Sun.

HAYES-PARNELL

Get Film Library Rights

EXCLUSIVE television releasing rights to a library of 3,600 reels of film have been acquired by Sam Hayes, head of Hayes-Parnell Productions Inc, Hollywood, from Hollywood Film Enterprises Inc., that city.

Releasing plans are being set up and pictures will be made available to all stations and networks, with distribution handled by his own organization, Mr. Hayes said. He also pointed out that his contract for TV rights has no time limit.

INTERCONNECTION

Favored In Hearing

INTERCONNECTION of Western Union and Bell System inter-city TV relay facilities was considered generally favorable to the rapid growth of television, with certain exceptions, by five broadcasters appearing last Monday and Tuesday before FCC.

The hearing on the interconnection issue between Western Union and American Telephone and Telegraph Co. was interrupted by the sudden death Tuesday night of the presiding officer in the case, J. Fred Johnson Jr., FCC's chief hearing examiner (see story page 77). The case was continued to an undetermined date later in the week by the Commission.

J. R. Poppele, vice president in charge of engineering for WOR-AM-TV New York and WOIC (TV) Washington, stated he believed the industry "would gain a tremendous advantage by having two competitors" providing inter-city relay facilities. He thought this would bring costs down and improve quality of the service. Many places in the U. S., particularly the "hinterlands" would gain service under competition, he indicated, with plenty of room for both WU and AT&T to operate.

Rodney K. Chipp, director of engineering for DuMont Television Network, also considered WU's 4-mc channel as desirable and saw reversibility "a distinct advantage" over certain circuits such as the New York-Washington link.

Ernest Lee Jahncke Jr., vice president in charge of stations for ABC, favored interconnection and competition between AT&T and WU if it meant lower costs and better service. He offered the same view regarding reversibility. Termination of channels on the customer's premises was considered advantageous only if it eliminated the cost of local loops as required with AT&T service, but Mr. Jahncke said stations would want to keep local loops in most cases anyway for full flexibility in operation.

The ABC executive thought WU's one-year contract imposed less flexibility than AT&T's short term agreements. If both AT&T and WU rates and quality of service were equal, even with interconnection, Mr. Jahncke indicated a station would prefer to do business with only one carrier to avoid problems of divided responsibility.

William S. Hedges, NBC vice president in charge of integrated services, preferred the relay bandwidth which would give the best quality picture and saw advantage to reversibility if it lowered cost. He noted that even the 5-15 second switching time for the WU link would be too slow for some situations, however.

Cites Pros and Cons

Customer premise termination has both advantage and disadvantage, Mr. Hedges indicated. Elimination of local loops would possibly improve quality, he said, but considerable disadvantage was seen in putting control of switching programs into the hands of affiliated stations rather than the common carrier. He preferred to issue orders to the latter for service.

Adrian Murphy, CBS vice president and general executive, said he didn't know if interconnection would actually lower operating costs but said CBS feels it's essential that broadcasters be allowed at all times to interconnect with any common carrier. As to bandwidth preference, Mr. Murphy said station reports show that AT&T's 2.7-mc coaxial appears "satisfactory."

TV SET TAX

House Committee Says No

A UNITED industry stand spurred by Radio Mfrs. Assn. against a Treasury Dept. proposal to tax television receivers last week appeared to have turned the tide in favor of TV manufacturers, distributors, retailers and telecasters.

The House Ways and Means Committee last Tuesday tentatively turned thumbs down on the suggested 10% excise on TV sets, which the Treasury Dept. had recommended in the interest of an estimated additional $45 million annual intake in taxes [TELECASTING, Feb. 20, 13].

Authorities stressed the action was "tentative" and subject to change, but conceded they hope to offset this amount by closing certain "loopholes" in the present tax structure and obtaining revenue from presently non-taxable corporations as recommended by President Truman. RMA had no comment on the action.

The committee reportedly sidetracked a plan to levy a 5% tax on TV receivers, and an earlier one calling for the full 10% based on what some members felt was the "industry's ability to pay." It was pointed out the President had urged general excise cuts throughout the list of items and imposition of taxes on present tax-free firms in his annual budget message to Congress.

Meanwhile, in other action the committee voted to exempt from excise taxes electronic radio receiving sets designed for communication and navigation and sold to the government, and proposed a reduction from 25% to 10% on domestic telegraph, radio and cable dispatches. It was proposed leased wire excises be cut from 25% to 20%.

DON'T SELL AM SHORT

Says Biow

"TELEVISION will not replace radio for a long time to come," Milton Biow, president of the Biow Co., New York, told the Fashion Group at a luncheon meeting last Tuesday at the Biltmore Hotel in New York.

"It will not take money away from radio or newspapers," Mr. Biow said, "television is another sales medium."

Comdr. Mortimer Loewi, director of DuMont Television Network, speaker at the same luncheon, said that color television is still experimental and far from being perfected or standardized. The cost to adapt nearly 8 million sets now in use for color reception through field sequential as developed by CBS, would be $2.5 million to $3 million, Comdr. Loewi estimated.

In addition, he stated color would require expensive equipment changes in the 103 television stations now on the air, and he felt sure that station men across the country were not looking forward to further investment in equipment until they were out of the red.

Mr. Biow also told the group that it was not too important to advertisers whether television is black-and-white or color, but quality of the program was important as it must serve as the stimulant to sales.

Cites Relative Cost

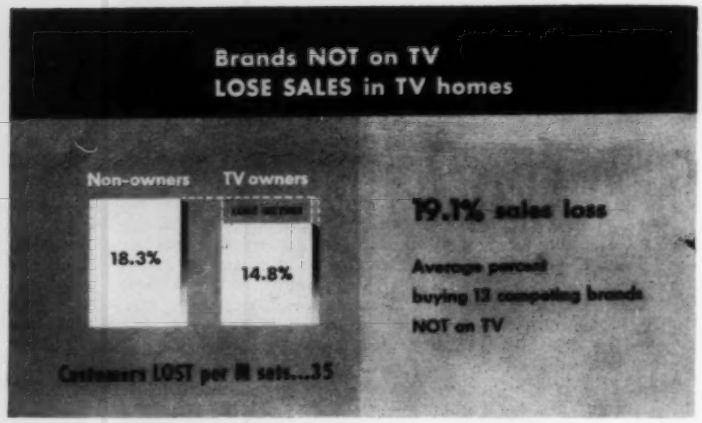
The cost to the advertiser in radio for such programs as *Bob Hope*, is 283 consumers per dollar; for the *Jimmy Durante* program, 202 consumers; for the *Phil Harris* show, 235 consumers, while in television the *Jack Carter Show* was reaching 249 consumers per dollar, Mr. Biow said.

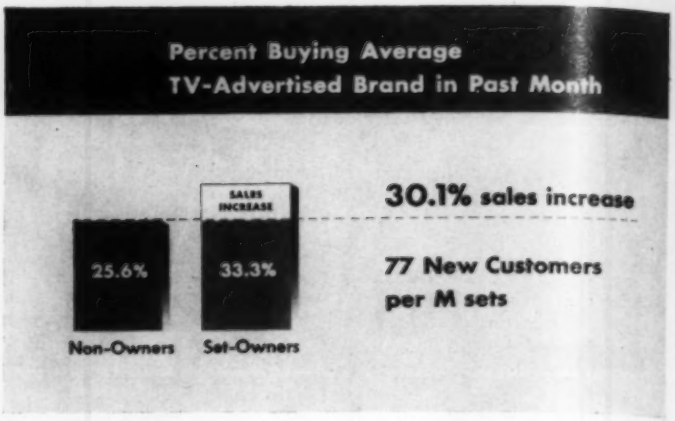
As for commercials, he advised the group to put them on film because that allows for correction and perfection in the final showing.

Referring to TV's lack of threat to radio, Mr. Biow said the rapidly expanding medium has not yet affected radio as an outlet for the sponsors message. With 80 million radio homes as compared to the present 5 million television homes, he said, radio men had no need to worry, although video will continue to follow the course of radio as a competitive medium.

Sponsors should be fully aware that the combined audio visual presentation is extremely strong, he said. Usefulness of the product rather than fine points of construction have more appeal to the potential buyer and he advised sponsors to concentrate to that end in commercials.

Televiewers, Mr. Biow said, spend more than 7½ times as many hours watching as radio listeners spend listening, and he advised would-be sponsors to tailor their programs specifically for the audience they want to reach. Dramatic shows were first, he claimed, in TV ratings, followed by the variety show.





TV'S SALES EFFECTIVENESS

NBC Releases Hofstra Study

NBC LAST WEEK began showing advertisers and agencies its new Hofstra study of television sales effectiveness, a painstaking research job that gives substantial testimony to the persuasive selling power of video [CLOSED CIRCUIT, April 24].

The essence of the Hofstra findings is that among television owners the use of television advertised products increases sharply while the use of products not advertised on television declines.

The study, which forms the backbone of NBC's new presentation, was conducted by Hofstra College, Hempstead, N. Y., under commission by NBC. Dr. Thomas Coffin, then chairman of the psychology department of the school, was in charge of the project. Last September he joined the NBC television staff as a research associate.

The technique used in the study was personal interviews of two groups—television set owners and non-owners, matched for neighborhood, age, education, family size, standard of living and buying power.

The two groups, according to NBC, are "statistically indistinguishable."

Compares Groups

"Both have access to the same newspapers, magazines and radio programs," the NBC presentation explains. "Both pass the same billboards. Both shop in the same stores, choose from the same assortment of brands, are served by the same clerks. Both are exposed to the same advertised and unadvertised specials and the same word-of-mouth advertising.

"Consequently if the buying of the non-owner group is taken as the norm, then any difference in the buying by set-owners must be due to television. Other influences have been neutralized as completely as competent research can achieve."

A total of 3,270 personal interviews were conducted, about half of them in the first part of the survey. Four months later Hofstra interviewers revisited the original group and achieved a record of reaching 96.6% of all the people reached in the first survey.

In the first survey 902 non-owners of television sets were interviewed and 749 owners, for a total of 1,651. By the time of the second survey 72 of those who four months before had not owned sets, had acquired them. The breakdown in the second survey was 810 non-owners and 809 owners, for a total of 1,619.

Months after the second set of interviews, Hofstra researchers conducted a pantry-check of 533 new respondents, also consisting of matched owners and non-owners. These were asked the same buying questions used in the former surveys and their answers were checked against brands actually found in the home. Nearly 98% of the purchase claims were confirmed.

Products Surveyed

Fifteen products advertised on television and 13 competing products not on television were investigated. All products were widely advertised in other media, all were well established brands.

Among television-advertised products, the study found the average brand was bought by 25.6% of non-owners of television and 33.3% of the set owners. This represents a 30.1% "sales increase" for TV-advertised brands in TV homes.

"Stated in numerical terms, the difference between the figures for the two groups is 7.7. "This means that for every 100 sets there are 7.7 additional, or new customers—or 77 new customers per thousand sets for the average TV-advertised brand," the presentation states.

Sales increases for TV-advertised goods in TV homes were noted in every product category and for each of the 15 brands.

Among the 13 products not advertised on television, the study found, the average brand was bought by 18.3% of the non-owners and by 14.8% of the owners.

19.1% Sales Loss

This represents a sales loss of 19.1%, NBC points out.

"This illustrates the double-edged effect of television," the NBC presentation says. "Not only does it (TV) increase sales of television-advertised brands in television homes, it cuts down the sales of non-television brands in those same homes.

"Thus the TV advertiser is ahead in two ways: He has obtained new customers for his product, and he has 'saved' some 35 of his previous customers which . . . he would have lost had he not been in television."

Lower sales of non-television advertised goods in television homes were noted in every product category and in each of the 13 brands.

In analyzing the buying habits of the 72 people who acquired television sets between the time of the first interview and that of the second, Hofstra found that "right from the start, owning a television set means more buying of television brands, less buying of competing brands not advertised on television."

Before owning a set 20.4% of those respondents bought the average non-television advertised brand. After acquiring a set, only 12.8% of them bought it. This represents a 37.3% sales loss for these brands after TV entered the home, the NBC presentation says.

Before owning a set 28.9% of those respondents bought the average television advertised brand. After acquiring a set, 40.5% bought it. This represents 40.1% gain in sales of television advertised brands after TV entered the home.

Sales effectiveness of television does not depend upon the novelty factor of recent television acquisition, the Hofstra study found. Indeed, the longer the set is in the home, the more television advertised products are used there.

Length of Ownership Factor

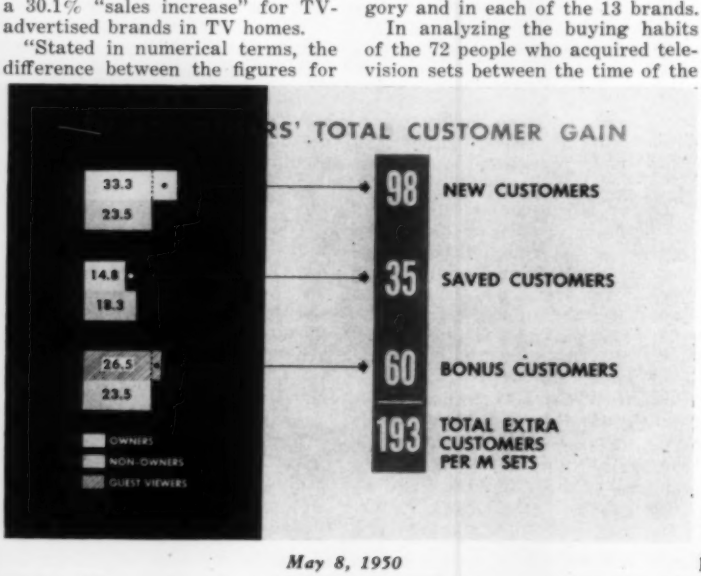
Hofstra found that the average TV advertised brand was bought by 32.9% of owners having sets from one to nine months, by 33.6% of those having sets 10 to 15 months and by 33.9% of those owning TV 16 months and longer.

Another discovery by the study was that television advertising influence was not exclusively exerted on owners of television sets. It was found that two-thirds of the non-owners interviewed had seen television within the previous month, watching it for an average of 7.9 hours.

Only 23.5% of the non-owners who were not exposed at all to television bought the average TV advertised brand. Of non-owners who had seen television 26.5% bought it.

This difference represents 30 bonus customers per thousand non-owner viewers, according to NBC. "Since there were about two non-owner viewers per TV set, this means 60 bonus customers per thousand sets," the presentation adds.

The 23.5% buying of the average



TV advertised brand among non-owners who had no exposure to television, rather than the 25.6% figure applying to all non-owners, whether they had seen TV or not, is "the proper base against which to compare the percent buying in TV homes, for it is the best measure we have of the sales of these brands when there is no exposure to their TV advertising," the presentation says.

On this basis, the percentage of buying among TV owners (33.3%) is 9.8% higher than that among non-exposed non-owners, representing 9.8 new buyers per hundred sets or 98 per thousand.

Figuring in the 35 "saved" customers (the loss experienced by competing brands not on TV and the loss which the TV advertiser would experience if he were not on TV) the 60 bonus customers among non-owner guest viewers, NBC calculates there are a total of 193 extra customers for TV advertised goods per thousand sets.

"This is the closet estimate we can make of the total difference television means to the advertiser as between using and not using the medium," according to the presentation.

Ad Costs Estimated

Adapting those figures to an estimate of advertising costs, Dr. Coffin cited the case of one of the TV advertised products, otherwise unidentified. The weekly cost of its program, including time, talent and commercials, was $11,988. Since two products were advertised on the show, Dr. Coffin charged each with $5,994, or half the total.

On the network carrying this program, New York accounted for 41.5% of the TV circulation, and accordingly its share of the cost was $2,488 per product per week. This figure, converted to cost per thousand sets, was $4.15 per week, or $16.60 per month.

This advertiser gained 257 extra regular users per thousand TV sets, according to Hofstra figures. Dividing the extra users into the cost per thousand sets per month, Dr. Coffin found each extra buyer cost the advertiser 6½ cents per month.

"In other words," Dr. Coffin says, "through television this advertiser could buy an additional customer—over and above those he was already getting though other media—for 6½ cents per month."

Further projecting the figures for this advertiser, Dr. Coffin says that according to national averages, a regular user spends $1.17 per month for this product. Therefore the 257-per-thousand new users acquired through television spend a total of $300.69 per thousand sets per month.

That means that for an advertising cost of $16.60 per thousand circulation per month, the advertiser got $300.69 in new sales—or $18 in new business for every dollar invested in TV, according to Dr. Coffin.

The case was typical of all television advertised brands studied in the Hofstra survey, he said.

The average return for all brands studied was $19.27 in extra sales for every dollar spent in television cost, Dr. Coffin says.

Other elements turned up in the Hofstra survey included the findings that the use of TV advertised brands increases in relation to the frequency of viewing the program on which its commercials are carried, that television products high commercial recall and high commercial liking (seven out of ten who remember commercials say they liked them) and that the more viewers like commercials the more of the advertised products they buy.

TBA CHANGES
New Committee Chairmen Are Named

REORGANIZATION of eight committees of the Television Broadcasters Assn. will follow the appointment of new committee chairmen announced last week by J. R. Popple, WOR-TV New York, president.

Joseph A. McDonald, ABC vice president, general attorney and secretary, will head the newly organized commercial operations and legal committees.

George B. Storer, president of The Fort Industry Co. and Frank M. Russell, NBC vice president, will be co-chairmen of the membership committee, which will launch a drive for members among all TV stations.

Finance committee chairmanship will be taken over by Dr. Allen B. DuMont, president of DuMont Laboratories Inc., and Lawrence W. Lowman, vice president of CBS, will be in charge of the advisory committee on TV programming.

Paramount Television Production's president, Paul Raibourn, was named head of public relations and publicity. Executive committee of affiliates will be headed by Ernest B. Loveman, vice president of Philco Broadcasting Corp., and Edward Cole, professor of drama at Yale U., will act as chairman of the educational and public service committee. Frank Marx, ABC vice president in charge of engineering, has been appointed chairman of the engineering committee, which is at present preparing data with respect to new allocations in the VHF and UHF.

The TBA board of directors has approved for affiliation Standard Rate and Data Service Inc., media service. Representatives to TBA from Standard Rate and Data are C. Lauray Botthof, president, and Albert W. Moss, executive vice president.

Dr. DuMont has announced that he is submitting applications for active membership in TBA on behalf of DuMont's O&O WTTG (TV) Washington and WDTV (TV) Pittsburgh. WABD New York, key station of the DuMont Television network, already is a charter member.

ALEX ROSENMAN
Joins Official Films Inc.

ALEX ROSENMAN, who a fortnight ago resigned as vice president in charge of sales for WCAU Philadelphia [BROADCASTING, April 10], has been named executive vice president of Official Films Inc., film distributor, Aaron Katz, president, announced last Monday.

Mr. Rosenman

Chairman of the board of Official Film is Isaac D. Levy. Mr. Levy and his brother, Dr. Leon Levy, who is a member of the board of the film company, formerly owned WCAU and are important stockholders in CBS.

In his new post, Mr. Rosenman will devote most of his efforts to the expansion of the firm's television operations, working with William Black, vice president of Official Television Inc., a wholly owned subsidiary of Official Films Inc.

VIDEO CODE STUDY
Lowman Heads TBA Unit

PROGRAM principles and policies issued by Television Broadcasters Assn. in 1948 will be reviewed by a new TBA advisory committee on TV programming, established last week by TBA with Lawrence W. Lowman, CBS vice president, as chairman.

Other members of the committee are to be named soon. They will go over the 1948 policies of TBA in the light of video experience since that time.

The principles drafted by TBA in 1948 in essence urge TV broadcasters "to recognize their obligation to observe the highest standards of good taste and fairness in programming their stations" and suggest that until such time as a more specific code may be drafted that they use the motion picture production code and the NAB Standards of Practice as a guide in the general principles of service in the public interest.

KBTV CHANGE
Becomes WFAA-TV May 21

FOLLOWING the stroke of midnight, May 21, KBTV (TV) Dallas will become WFAA-TV. Special inaugural programs are being planned for the call-letter change, Martin B. Campbell, WFAA and KBTV general manager, announced.

Though housed in a separate building in another part of downtown Dallas, the television setup has been integrated with the WFAA-AM-FM operation.

Purchase of KBTV from Oilman Tom Potter by A. H. Belo Corp., owner of the *Dallas Morning News* and WFAA, received FCC approval [BROADCASTING, March 13].

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Color Hearing Climax

(Continued from Telecasting 3)

and pick up more momentum after that.

● **If the CBS system alone is approved, RCA would manufacture and sell transmitting equipment, receivers, converters, adapters, tubes, and parts, —including RCA's new tri-color picture tube—but would not, according to present plans, build CBS adapters into regular black-and-white sets in the factory.**

● **If the CTI system alone is approved, RCA policies in general "would be the same as if the RCA system had been adopted."**

● **If multiple standards are adopted, RCA again "would do what I have outlined in the event the RCA system were adopted" and "would manufacture and sell multiple receivers to the extent of public demand," though these would necessarily involve "substantial additional expense to the set owner."**

Gen. Sarnoff made clear that he did not expect FCC to "outlaw" the RCA system. He opposed multiple standards except as a "choice of evils," to be preferred only as an alternative to the approval of an inferior or doubtful system alone.

He said the basic question of the hearing is whether television shall move "forward or backward." The non-compatible CBS system, he charged, would "saddle an all-electronic art with a mechanical harness."

"The adoption of the CBS system, whose obsolescence is already foreshadowed in this fast-developing electronic art, would earn the scorn of the world," and, if adopted exclusively, "would also earn the dissatisfaction of American families," he declared.

He pointed out that American delegates at a current meeting of the International Radio Consultative Committee in London are urging establishment of world TV standards on a basis equivalent to existing U. S. monochrome standards.

"For this Commission to degrade the standards of American television by adopting the inferior CBS system only," he claimed, "would be to show the world that we do not have any faith in the standards which our own State Dept. is recommending to the world," he asserted.

Evaluation Urged

He urged the Commission to evaluate the deeds as well as the words of the color contenders.

"It is significant," he said, "to compare the results of CBS color development with those of RCA. Contrast on the one hand the use of a spinning wheel—hardly an invention of this age—and the 'crispening circuits'—whose ancestry is doubtful—with the development of the RCA color television system with its compatibility; picture dot interlace; dot sequential presentation of color; mixed highs transmission; and the tri-color kinescope.

"Now ask yourselves the question, if you are left in doubt, who has made the real contributions to color television?"

Gen. Sarnoff emphasized that CBS said at the outset of the hearings that its system was fully developed, and that the RCA system could not be improved.

Now, he said, CBS has "borrowed horizontal dot interlace from the RCA system" to improve CBS picture definition, and has welcomed RCA's development of the tri-color tube as a means of eliminating the CBS mechanical disc.

RCA, he said, "has always been in the forefront of color television development" and "the world leader" in development of television generally. At the start of the current hearings, he recalled, RCA "said that its color apparatus could be improved and made simple." Events, he asserted, have shown that "we have done what we said."

On RCA's plans against building adapters into black-and-white sets if the CBS system alone is adopted, he pointed out that present black-and-white production is about 5 million sets a year, and said:

With an estimated minimum figure of $20 for built-in automatic adapters, the public would have to pay more than $100 million a year for an adaptation to a degraded system which is non-compatible.

We do not believe that the public will want adaptation to a degraded CBS picture at this or at any other price. Nor do we believe that the public should be forced to pay this tax of $100 million a year in order to receive the CBS degraded picture.

CBS President Stanton (1) and Vice President Ream at hearing.

* * *

He conceded public demand could dictate a change in RCA policy. "We will have to make receivers with adapters, if future experience proves that this is what the public wants."

Gen. Sarnoff scoffed at the Commission's apparent fear that a decision for CBS might be "frustrated" unless manufacturers commit themselves in advance to produce for the CBS system.

"No Compulsion Needed"

He assumed that if FCC adopted the CBS system it would do so in the conviction that it is "the best" system. "It goes without saying," he asserted, "that no commitment or compulsion will be needed to sell the public 'the best.' . . . The need to apply force would come only from the opposite premise—that Columbia's proposal could not be sold on its own merits."

RCA's confidence in its new tri-color picture tube is "so strong that we are already proceeding with plans for acquiring a new factory and the machinery necessary to produce these color tubes in quantity," he said. He estimated mass production would start by June 1951.

"Within the next six weeks," he disclosed RCA will demonstrate a color converter utilizing the new tube.

Within 60 to 90 days, he said, some 10 development model RCA color sets will be available for field tests in the Washington area, and "during September" RCA expects to start building five or six sets a week for testing purposes and for use of other manufacturers for test and design purposes.

Asked under cross-examination by FCC Assistant General Counsel Harry M. Plotkin whether he thought FCC should accept Dr. Baker's suggestion that NTSC be permitted to draft color standards, Gen. Sarnoff said he considered FCC "competent" and that he was opposed to any procedure that would result in delay.

Gen. Sarnoff estimated the ultimate cost of the tri-color tube at about 50 to 100% more than a comparable black-and-white tube, with the final figure nearer 50% than 100%.

Aside from the tube, he estimated, color sets probably will cost 25 to 50% more than comparable black-and-white sets without picture tubes.

He agreed RCA is no longer advocating the simultaneous system of color television as it was known in 1946-47, but would not agree it was given up because of fundamental defects, as Dr. Baker had suggested. He stressed that RCA's present system employs the principles of the simultaneous system.

He scored CBS' failure to back its system with manufacturing investments.

FCC Patent Attorney William Bauer launched into a lengthy inquiry into RCA's patent position and policies which brought frequent protests from John T. Cahill, RCA counsel and, from Gen. Sarnoff, frequent references to RCA Patent Chief Conway Coe as the proper witness.

Patent Licensing Statement

Gen. Sarnoff had read a statement pointing out that the basic structure of RCA patent licensing was approved by the Justice Dept. and the courts in 1932 and reaffirmed by the courts in 1942.

"I believe that the beneficial nature of RCA's licensing policies are apparent from the assistance which the industry has received as a result of these policies," he asserted.

"I believe it will be conceded by all concerned that we would not have the highly competitive, highly successful television industry that we have today were it not for the affirmative assistance which the RCA has made available through its patent licenses and otherwise."

Because of pending litigation in which RCA is involved, he asked not to be "drawn into detail" on the patent situation.

Within limits necessary to protect the company's position in current lawsuits, however, he agreed to answer general questions within his knowledge or designate the officials who know the answers.

RCA needs to acquire patent rights, he said, to avoid infringement suits and to assure its engineers of complete freedom of action in their developmental work. Generally, RCA buys non-exclusive rights under patents rather than the patents themselves, he asserted.

He contended there is "nothing unusual" in RCA's patent agreements with other companies, and pointed out that licensees are free to go to the patent owners, rather than to RCA, to secure rights.

Chairman Coy wanted to know whether RCA's patent structure and policies didn't tend to encourage them, from the standpoint of economy, to go to RCA instead of the individual patent owners. Gen Sarnoff agreed it is to their economic advantage to secure rights through

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RCA, but reiterated there is no compulsion for them to do so.

In a heated exchange between Gen. Sarnoff and Comr. Frieda B. Hennock, on the subject of probable production time tables and costs, the witness interjected that although he respected her acumen and sincerity, he wished she had had experience working in a factory and grappling with production problems.

It will take the better part of a year to get into production on color regardless of the system, he maintained.

Comr. Hennock cited Dr. Baker's suggestion that NTSC be assigned to draft color standards.

Gen. Sarnoff disagreed, retorting that FCC has worked "industriously" on color for nine months and that he thought in accordance with historic precedents "it's time for something to be born."

Comr. Hennock noted that he labeled the CBS picture "degraded" but that she considered it "beautiful." He replied that it is "degraded" when compared with the RCA picture.

Comr. Paul A. Walker asked whether RCA hadn't originally announced its present system was "ready." Gen. Sarnoff said later a review of RCA releases showed the system was described as a "sound basis" for home color TV, and that "neither expressly nor by implication" did the announcement say it was ready for standardization.

Patent Questions Raised

Resuming his patent inquiry Thursday morning, Mr. Bauer sought to learn whether RCA had in its hands in September 1940 "a form of the tri-color tube" it has recently demonstrated. Gen Sarnoff said he did not know the answer.

Mr. Bauer wanted to know whether RCA didn't acquire sublicensing rights to certain Farnsworth patents because RCA needed them in order to maintain a position whereby licensees could get all necessary TV rights from RCA. Gen. Sarnoff protested the "conclusion" contained in the question. He said RCA's patent experts advised him they needed rights to the Farnsworth patents and that arrangements were made to acquire them.

He objected to use of the word "dominance" with reference to RCA and said he resented insinuations about RCA's patent practices and position. The company's practices, he reiterated, have contributed materially to industry development. RCA has bought sublicensing rights to some patents at the insistence of its licensees and charged them nothing for it, he added.

RCA, he declared, spends vast sums for research and development. Out of this, he said, comes "leadership," and with leadership, "recognition." He thought it should be said that its practices have put RCA in a position of "leadership" rather than "dominance," which he felt has come to have a sinister connotation.

When Mr. Bauer asked whether RCA's purchase of rights under the Farnsworth patents hadn't dimmed Farnsworth's incentive for further research, Gen. Sarnoff replied that on the contrary, the money Farnsworth received from RCA had "kept them alive."

Judge Rosenman said CBS which previously had waived all cross-examination rights, felt it desirable to question Gen. Sarnoff because he had (1) "summed up" RCA's case although CBS had understood summing up was not to be permitted; (2) offered a production time table "for the first time" and (3) made "some irresponsible threats" to FCC about bankruptcy and world scorn resulting from a decision adopting the CBS system.

Judge Rosenman read a statement, which he attributed to C. B. Jolliffe, vice president in charge of the RCA Labs Division, asserting confidence in the basic principles of the RCA system although some improvements remained to be made. When Gen. Sarnoff expressed approval of the statement, Judge Rosenman noted that the statement was made in 1946-47 about RCA's sequential system, not about its present system.

Gen. Sarnoff contended the statement was correct when it was made, and that no change has been made in the basic principles of the RCA system. He also quoted testimony of Messrs. Jolliffe and Engstrom in 1946-47 to the effect that much work remained to be done on the RCA system and that standards could not be set at that time.

He said RCA would have worked on its 6-mc color system in a "more orderly" fashion in the laboratory if CBS hadn't announced development of its own 6-mc system.

Judge Rosenman put the RCA chief through a long series of questions designed to show similarities between developments in the 1946-47 color controversy and those in the present proceeding. His purpose, he said, was to show that RCA's sole purpose has been to "rush in after CBS" and block the CBS color system.

Gen. Sarnoff retorted that since CBS questioned RCA's good faith he would make a charge he had intended to pass over—that Columbia's "principal purpose" in announcing its color developments has been to "retard" black-and-white television.

Chairman Coy intervened to say that acrimony was perhaps a natural development in so competitive proceeding, but that FCC actually is little concerned about such matters. He pointed out that no one filed 6-mc color proposals until after the Commission specifically invited it last May.

Judge Rosenman contended Dr. Engstrom, testifying in 1946-47 as an RMA witness, expressed confidence that industry agreement on color standards might be expected in about 18 months. The RCA research chief's more recent estimate that standards might be fixed in six or seven months has "similarly come to naught," he asserted.

Gen. Sarnoff felt that more television sets would be sold if color is available than if it is not, provided the color system is the "right" one. Pressed on the point by Judge Rosenman, Gen. Sarnoff observed: "I can appreciate your difficulty in your unfamiliarity with the radio business."

Gen. Sarnoff agreed that RCA had reprinted and circulated copies of a *Coronet* magazine article, "How Much Bunk in Color Television?", which he said "de-bunked the bunk" about color.

Gen. Sarnoff accused CBS of misstating to the public what it was doing in its winter demonstrations of color. He charged CBS was giving a "degraded" black-and-white picture and called it "a fraud on the public."

Judge Rosenman drew an analogy between RCA's attitude toward CBS color and its promotion of the 45 rpm recording system. Reciting RCA's handling of this development, Gen. Sarnoff contended there was no analogy because the recording industry is not subject to federal licensing.

Cross-examination by W. A. Roberts, DuMont counsel, centered around RCA's patent position and relation to the NBC television network, with suggestion RCA would force its owned stations and affiliates to use RCA equipment. Answering a query by Chairman Coy he guessed RCA produces less than 20% of TV sets and its licensees another 40%. Many questions about patent contracts went unanswered on objection of RCA counsel.

Comr. Jones brought up testimony by Gen. Sarnoff at 1940 and 1947 proceedings, which brought replies that the situations were in no way comparable because TV was an unborn industry in 1940 and color progress in 1947 was relatively slight, especially since the tri-color tube had not been developed.

Gen. Sarnoff refused to be pinned down on his policy toward adapters if the FCC sets standards other than RCA's but promised to cooperate when the FCC hands down its color decision. He recalled bitterly how the FCC had given him the green light on TV a decade ago and then reversed itself a short time later.

Comr. Jones described adoption of 525-line 60-frame color as "freezing," but Gen. Sarnoff said any standard would amount to that. "I don't like scientific standards to be frozen into a legislative strait-jacket," he added.

"I don't know where color begins and ends any more than I know how sound radio will be integrated into television," Gen. Sarnoff said. "RCA must travel with caution.

(Continued on Telecasting 11)

DuMONT PREDICTS

Post-Freeze TV Boom

A PREDICTION that "three out of every four American families will own a television receiver" three years after the freeze is lifted and new stations constructed was voiced Thursday by Dr. Allen B. DuMont, president, DuMont Labs, in an address to the U. of Missouri School of Journalism.

Reviewing the growth of television since the end of the war, Dr. DuMont said that there were some four million TV sets in operation in American homes the end of last year and forecast that this total would be more than doubled by the end of 1950, with 1.25 million sets already sold in the first three months of the year.

Anticipating 600 to 1,000 TV stations on the air after the freeze ends, in place of the 103 in operation today, Dr. DuMont said that "every major American city and the surrounding country will have a choice of programs from at least four different transmitting stations. Each of the major television networks will be able to offer its advertisers and sponsors a complete national network whereby they can bring promotion for their products before the eyes and ears of a really vast segment of the American people.

DOUBLE BONUS

Advertisers on WLW-Television are now getting extra benefits from two sources:

1. GREATER MARKET

Set ownership in the WLW-Television Three-Station area jumped from 80,200, Nov. 1, 1949, to 185,400 on March 1, 1950. This is an increase of 131% as against the national growth of 60% for this period.

2. SUMMER DISCOUNTS

With the WLW-Television schedule of summer discounts in effect from May 1 through September, advertisers can earn up to 60% discount.

No better time than now . . . no better way than WLW-Television to sell the markets covered by

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

Telestatus

Advertest Studies Sales Effects

(Report 110)

TELEVISION advertising not only increases use of the sponsor brand, it also tends to increase use of the product generally. As the length of television set ownership increases so does the use of a video advertiser's product.

These conclusions may be drawn from a Study of Product Usage in Television Homes and the Advertising Effectiveness of Television released by Advertest Research as another report in *The Television Audience of Today* series. Material was gathered during the first 10 days of March in 572 television homes in the New York metropolitan area.

In the homes surveyed, it was found that beer was used to a slightly greater extent by regular viewers of beer-sponsored programs than non-viewers. In this classification, however, non-viewers outnumbered viewers in their use of the advertised brands. As length of set ownership increased so did use of the television advertised brands. Pabst beer, which was used by 5% of the buyer families which had owned a TV set less than six months, was used by 12.4% of those families which had their set for over seven months.

Dish Soap Use

Dish soap was found to be in use in 88.6% of the homes covered. Of these 90.9% who regularly watched *Colgate Theatre* use dish soap as compared to 87.2% use in non-viewing homes. Vel, the advertised product, was used in 11% of the viewing homes as compared to 7.2% for non-viewers. As the length of set ownership increased the use of Vel by buyer families went from 6% (1-6 months) to 9.6% (over 7 months).

Canada Dry was found to be used in 41.6% of the homes where *Super Circus* is viewed regularly as compared to 25.7% in non-viewing homes. In 79% of the TV homes ginger ale was found to be used. Over 90% of the viewers used it compared to 74.3% non-viewers. Use of the advertised brand increased slightly with length of set ownership.

Pipe tobacco, Advertest reported, is used in 28.8% of the homes surveyed—30.7% by viewers of *Martin Kane-Private Eye* and 27.3% by non-viewers. Old Briar, one of the advertised brands, was used by 4.9% of the viewers as compared to 1.2% among non-viewers. For Model, the other brand promoted on the show, 3.7% of the viewers used it as compared to non-viewer use of 4.8%. Length of set ownership increased use from 2.4% for both brands in the 1-6 month period to 4.8% for Model and 3.2% for Old Briar where the set had been in the home for over seven months.

Ivory's Ad Effect

Ivory soap was found in the homes of 40.4% of those who watch *Fireside Theatre* as compared to 21.7% for non-viewers. Toilet soap for the hands and face was used in over 99% of the homes surveyed with less than 1% spread between viewers and non-viewers. Buyer families increased their use of Ivory only slightly as the length of set ownership increased.

In 64.2% of the homes Advertest found candy bars to be used. Power House was the brand in 5.4% of the homes where *Captain Video* is seen as compared to 2.1% among non-viewers. Questions on this category were asked only in families with children.

Two other classifications—powdered scouring cleanser and frozen and concentrated orange juice—also were included. No information on program influence for either group is available and Advertest reportedly plans to use the material for comparison at a later date.

* * *

Television's Status In Milwaukee

ADMIRAL is the most popular make television set in Milwaukee, according to the *1950 Consumer Analysis of the Greater Milwaukee Market* just released by *The Milwaukee Journal* (WTMJ-TV).

On Jan. 1, 25% of the sets in greater Milwaukee were Admiral as compared to 15% at that time last year. When the 1949 survey was made RCA was the leading make with 19.7% and Admiral was second. General Electric was shown in third place for both years. There were 28 different makes of TV sets found in 1949 as compared to 55 the first of this year.

Income and Ownership

The largest number of television sets was reported owned by the income group between $4,000 and $5,999. The largest percentage of ownership falls in the income group above $7,500.

The Milwaukee Journal market analysis shows the most popular tube size to be 10 to 10½ inches, accounting for 40.8% of the sets. The 11 to 12½ inch size is second, appearing on 35.5% of the local sets.

Plans to buy a television set in 1950 were registered by 18.2% of the families. On this basis a potential market for 46,230 TV sets is seen by the *Journal* for 1950. The largest number of sets will be purchased by families in the $3,000-$3,999 income group, the report said.

Additional Data

This is the 27th such yearly survey prepared by *The Milwaukee Journal*. In addition to the material on television, the book also contains similar detailed information on food products, soaps and allied products, drugs and toiletries, beverages, homes and appliances, automotive and a general section.

* * *

Tele-Que Reports On Los Angeles Viewing

MOST popular television program in the Los Angeles area in April was *Hopalong Cassidy*, according to the latest Coffin, Cooper & Clay Tele-Que survey. Survey covered 604 homes during the week of April 2-8. Next four programs in popularity as revealed by the survey were *The Movies, Texaco Star Theatre, Triple Theatre, Lone Ranger.*

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Weekly Television Summary—May 8, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets	City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,828	Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTV, KECA-TV	496,453
Ames	WOI-TV	8,860			
Atlanta	WAGA-TV, WSB-TV	32,350	Louisville	WAVE-TV, WHAS-TV	28,322
Baltimore	WAAM, WBAL-TV, WMAR-TV	158,089	Memphis	WMCT	34,706
Binghamton	WNBF-TV	13,000	Miami	WTVJ	22,000
Birmingham	WAFM-TV, WBRC-TV	14,000	Milwaukee	WTMJ-TV	101,016
Bloomington	WTTV	5,750	Minn.-St. Paul	KSTP-TV, WTCN-TV	81,600
Boston	WBZ-TV, WNAC-TV	339,234	Nashville	.....	200
Buffalo	WBEN-TV	84,849	New Haven	WNHC-TV	72,700
Charlotte	WBTV	14,568	New Orleans	WDSU-TV	23,463
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	457,565	New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,270,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	106,900			
Cleveland	WEWS, WNBK, WXEL	200,269	Newark	WATV	Incl. in N.Y. Estimate
Columbus	WBNS-TV, WLWC, WTVN	57,300	Norfolk	WTAR-TV	10,008
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	52,500	Oklahoma City	WKY-TV	24,755
Davenport	WOC-TV	9,375	Omaha	WOW-TV, KMTV	22,705
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline		Philadelphia	WCAU-TV, WFIL-TV, WPTZ	456,000
Dayton	WHIO-TV, WLWD	48,100	Phoenix	KPHO-TV	6,500
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	216,000	Pittsburgh	WDTV	105,000
Erie	WICU	33,459	Portland, Ore.	.....	887
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	52,500	Providence	WJAR-TV	49,140
Grand Rapids	WLAV-TV	30,000	Richmond	WTVR	29,073
Greensboro	WFMY-TV	11,475	Rochester	WHAM-TV	35,436
Houston	KLEE-TV	21,500	Salt Lake City	KDYL-TV, KSL-TV	15,700
Huntington-Charleston	WSAZ-TV	8,500	San Antonio	KEYL, WOAI-TV	15,292
Indianapolis	WFBM-TV	41,200	San Diego	KFMB-TV	37,100
Jacksonville	WMBR-TV	9,878	San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Johnstown	WJAC-TV	18,822	Schenectady	WRGB	78,000
Kalamazoo-Battle Creek	.....	18,926	Seattle	KING-TV	26,700
Kansas City	WDAF-TV	32,347	St. Louis	KSD-TV	115,000
Lancaster	WGAL-TV	40,720	Syracuse	WHEN, WSYR-TV	38,913
Lansing	WJIM-TV	12,000	Toledo	WSPD-TV	40,000
			Tulsa	KOTV	24,100
			Utica-Rome	WKTV	13,200
			Washington	WMAL-TV, WNBW, WOIC, WTTG	128,100
			Wilmington	WDEL-TV	32,669

* Lancaster and contiguous areas. Total Markets on Air 61 Stations on Air 104 Sets in Use 5,584,344

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committee, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Color Hearing Climax

(Continued from Telecasting 9)

We must face our stockholders. FCC has no stock outstanding."

Questioned on competitive aspects of color, he declared there is "more competition in radio than a dog has fleas." He claimed CBS has not put any money on the line for manufacturing. As to adapters, he said, "Let CBS put its money on the line and we'll put ours." He told Comr. Jones many laboratories besides RCA's were contributing to TV development, including Bell Labs., General Electric, Westinghouse, CBS, Philco and others.

Chairman Coy asked Gen. Sarnoff which tri-color tube he liked. The RCA chairman said he liked the one-gun tube at demonstrations but that his engineers insisted the three-gun tube also has advantages at this point. Gen. Sarnoff said doubling of color dots on the tube face would bring substantial improvement and that RCA would soon have some new tricks to show.

Chairman Coy asked a series of questions about use of UHF alone, with abandonment of the VHF band, but Gen. Sarnoff said no engineer can build UHF equipment and guarantee the same range.

Opposes Use of Compulsion

Gen. Sarnoff repeatedly said gradual abandonment of VHF for UHF would delay establishment of color as a commercial service. Questioned about installation of adapters in sets, he said the manual shift is not good and the automatic device is expensive. He firmly opposed use of compulsion by FCC in requiring manufacturers to include adapters in receivers but felt it proper for FCC to point out what it thinks is in the public interest.

He agreed it might be a good idea for FCC to ask the Federal Trade Commission to require manufacturers to state if their sets include adapters, feeling the public should have maximum information on the product.

Chairman Coy's query about feasibility of requiring all TV signals to be in color brought the reply that it would relieve broadcasters of some investment in black-and-white.

Opening the Monday session, Dr. Baker recommended that FCC turn the hearing record over to industry —the National Television System Committee which he heads, or an equivalent body—to work out standards for the best possible color system.

He thought this job might be completed in 10 to 12 months, that the result might be a "composite" system embodying the best features of the various techniques under consideration, and that industry would support standards thus achieved.

Under questioning by Comr. Webster, he said he felt FCC, before assigning industry to such a task, should make the fundamental policy decisions as to channel width, compatibility or non-compatibility, and spectrum space to be used.

Chairman Coy and several of his colleagues snapped him up: Did he mean to imply that FCC isn't competent to write color standards itself?

Dr. Baker said he didn't want to use the words "competency" or "adequacy," but that he felt FCC hasn't the time, money, manpower, or access to industry information to write the best possible standards alone. It is not a question of "competency," he said, but of unifying the industry.

Dr. Baker favored compatibility, opposed multiple standards, and reiterated that "I do not think any color system . . . is ready for standardization now."

He said RCA's tri-color picture tube has stimulated wide-spread research on the single tube—which he called "the most critical thing in color."

He said he knew of four other types of direct-view tube now in development, that some might prove superior to RCA's, and that he thought such tubes would be available within a year.

In a heated exchange with Comr. Hennock, he denied industry does not want color. Industry wants it, he insisted, but wants it in "orderly" fashion.

Attacking his plan to have NTSC draft standards, CBS Counsel Richard Salant brought out that NTSC Panel 5 in its first meeting on April 4 went on record in favor of compatibility. He questioned whether NTSC could therefore be called an "impartial body."

Dr. Baker said he knew of Panel 5's action but that it was "just a panel report" and he doubted that the main committee of NTSC would pass upon the recommendation.

Mr. Salant also cited minutes of 1940 NTSC meetings in an effort to show Dr. Baker had been opposed to color.

Dr. Baker said he didn't definitely remember whether RMA testified in the 1946-47 color hearings that industry could be expected to agree on simultaneous systems within 18 months and that then standards could be issued.

Salant's Reply

"You have no recollection," Mr. Salant retorted. "You mean that RMA did its job, color was put on the shelf, and so you have conveniently forgotten it since that—is that correct?"

"No, I would not say that," Dr. Baker replied.

He said it was his understanding that further work on RCA's 1946-47 simultaneous system showed it was not the system to use and that it was dropped.

Under questioning by Comr. Hennock, he said he did not think FCC could lift the VHF freeze until the VHF-UHF allocations hearings have been completed.

Dr. Baker continued on the stand for further cross-examination on Tuesday by Comr. Jones. To questions concerning his views on television during the past decade, he frequently replied, "I don't remember all the details. If it's in the record, then I said that."

The witness vigorously attacked "impressions" that the radio industry has been negligent regarding color TV. He noted the industry's meritorious efforts during the war and cited the two-to-three year period of postwar reconversion as reasons for delay in the development of color TV.

He re-emphasized his suggestion that FCC turn over all TV data accumulated during the hearing to the National Television Systems Committee, which would recommend standards from this material in an estimated 10-month period. Asked by Comr. Jones if manufacturers should thereby benefit from their own negligence, Dr. Baker again denied "negligence" and pointed out the industry really was "offering its shirt."

"Plan" Needed

Asked why no sets were made for field testing of proposed color systems, he told Comr. Jones he was "willing to build sets when I know what I want to build." He indicated GE couldn't afford to "chase fantasies" and indicated development of color TV must be done by a "plan."

Comr. Jones asked the witness where the country would be if every new idea had to go through seven months of hearing before it was given to the public. Dr. Baker replied, "In the stone age."

DuMont's Dr. Goldsmith, cross-examined Tuesday afternoon, commended FCC for the tremendous accomplishment of collecting all the color data it did during the hearing, and said he felt the sessions were necessary, but thought a group of engineers "by getting in a corner" might settle the color dispute better than formal hearing procedure.

None of the three principal systems has shown sufficient picture brightness, Dr. Goldsmith testified, analyzing what he considered major problems of each.

He said none of the systems were ready for final consideration and all needed further field testing.

Film Report

DESILU PRODUCTIONS, Hollywood, formed by **Lucille Ball**, star of CBS *My Favorite Husband*, and **Desi Arnaz**, orchestra leader, for production of television, motion pictures and vaudeville shows. . . . **Larry Finley** has purchased interest of **Larry Kolpack** in **Larry Finley Productions**, Hollywood. Mr. Kolpack has resigned to produce his own TV packages.

Shooting of half-hour audition film of *Secret of the Golden Cave*, starring dog, Sleepy, to get underway this month by **Telefilm Inc.**, Hollywood. Producing film are **Bob McRevnolds**, **Elizabeth J. Stewart** and **Sherman W. McLeish**. Budgeted under $10,000. Film has Western ranch locale and is considered natural for sponsorship by children's food product. Two networks said to be interested in series.

* * *

Arthur Carlbom joins scenario staff of **Sarra Inc.**, Chicago. Firm's Chicago headquarters producing one-minute and 20-second film commercials for **Campbell-Mithum**, Minneapolis, featuring **Gold Seal Co.** products, Glass Wax, Wood Cream, Self-Polishing Floor Wax and new product that will make debut with TV series. **Tony Marvin**, announcer on Arthur Godfrey AM show which is sponsored by Gold Seal, doing narration.

* * *

Bing Crosby Enterprises, Hollywood, currently doing new series of eight half-hour films for **Procter & Gamble** *Fireside Theatre*. Firm recently completed 10 films for series and plans to have additional 34 completed by end of December. Films cost $12,000 per half-hour segment and will be telecast on NBC Eastern TV stations about September. **Frank Wisbar** is producing series with **Sidney Smith** as associate producer.

* * *

Louis Mucciolo, formerly with RKO-Pathe Inc., has joined staff of **Jerry Fairbanks Inc.**, New York, as studio manager in that city.

TV SET SALES

RMA To Issue Monthly Data

MONTHLY reports showing total TV set sales to dealers will be compiled by Radio Mfrs. Assn., giving a more accurate picture of TV circulation than previous data based on manufacturer sales to distributors.

The new figures will be compiled for 174 important counties in the United States. These counties will be located within 50 miles of cities having TV stations.

In charge of the new project is F. W. Mansfield, Sylvania Electric Products, chairman of the RMA Industry Statistics Committee. Forms already have been sent to manufacturers.

Practically all major manufacturers are expected to take part in the monthly circulation reports, including Admiral Corp., not an RMA member.

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ACTIONS OF THE FCC

APRIL 27 to MAY 4

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DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 27 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

KAVR Havre, Mont.—CP AM station to change from 1240 kc 250 w unl. to 910 kc 1 kw unl. DA-N AMENDED to request 910 kc 5 kw-D 1 kw-N DA-DN.

Modification of CP

Mod. CP new FM station for extension of completion date: KMJ-FM Fresno; WDAE-FM Tampa, Fla.; WCBM-FM Baltimore; WAND-FM Canton, Ohio.

TV APPLICATION DISMISSED

Los Angeles, Calif. — DISMISSED April 24 application Los Angeles Bcstg. Co. Inc. for new commercial TV station on Ch. 13 (210-216 mc) ERP 29.52 kw vis., 14.76 kw aur. Request of attorney.

April 28 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KLIX Twin Falls, Ida.—Mod. CP AM station to change from 1 kw unl. to 5 kw unl. directional, on 970 kc.

WMAY Springfield, Ill.—Mod. CP AM station to change trans. location specify studio etc.

SSA—1550 kc

KENT Shreveport, La.—Request for SSA on 1550 kc 1 kw unl. DA-N for period until XENT-XEML Nuevo Laredo situation is cleared.

AM—1260 kc

Monroe, Wis.—CP new AM station on 1260 kc, 500 w D AMENDED to change name from Nicholas Tedesco to Nicholas Tedesco tr/as The Monroe Bcstg. Co.

Modification of CP

WROW-FM Albany, N. Y.—Mod. CP FM station for extension of completion date.

License for CP

WOAI-TV San Antonio, Tex.—License for CP new commercial TV station.

May 1 Decisions . . .

ACTIONS ON MOTIONS

By Comr. E. M. Webster

KTLW Texas City, Tex.—Granted dismissal without prejudice of application.

FCC General Counsel—Granted extension to May 16 to file exceptions to initial decision issued in proceeding upon application of Independent Broadcasting Co. (KIOA), Des Moines, Iowa.

FCC General Counsel—Granted extension to June 1 to file exceptions to initial decision issued in proceeding upon applications of Kenyon Brown and George E. Cameron, Tulsa, Okla.

Thomas Patrick Inc., St. Louis, Mo.—Granted leave to amend application so as to change name of applicant corporation to KWK Inc.

R. L. Easley—Dismissed as moot petition requesting that Commission accept late filing of required extra copies of petition in proceeding upon application of Arthur Wilkerson Lumber Co., Lenoir City, Tenn.

David M. Segal—Granted dismissal of his application with prejudice.

By Examiner J. D. Cunningham

Gateway Bcstg. Co., Texarkana, Ark.—Granted leave to amend nighttime DA pattern to restrict radiation of proposed station towards Houston, Tex. whereby primary service area of KTHT in that city would be protected against interference.

WSIV Pekin, Ill.—Granted continuance of hearing re application from May 10 to June 12.

By Examiner Jack P. Blume

El Dorado Bcstg. Co., El Dorado, Ark.—Granted continuance of hearing re application from May 3 to Aug. 3.

By Examiner H. B. Hutchison

Coast Bcstrs, Astoria, Ore. and Seaside Bcstg. Co., Seaside, Ore.—On Commission's own motion continued hearing in proceeding re applications of Coast Bcstrs. and that of Seaside Bcstg. Co. from May 1 to May 22 in Washington, D. C.

FCC General Counsel—Granted extension to June 12 to file Proposed Findings of Fact and Conclusions in the proceeding re applications of WCMB Lemoyne, Pa., and WHGB Harrisburg, Pa.

By Examiner Leo Resnick

FCC General Counsel—Granted petition requesting that hearing in proceeding re application of Farmington Bcstg. Co., Farmington, N. M. be continued to June 1.

Atascosa Bcstg. Co., Pleasanton, Tex.—Granted continuance of hearing re application now scheduled for May 5 in Washington, D. C. Hearing continued indefinitely.

By Examiner Fanney N. Litvin

Cascade Bcstg. Co. Inc., Richland, Wash.—Granted continuance of hearing re application and that of Louis Wasmer, Pasco, Wash. from May 22 to July 24 in Washington, D. C.

By Examiner H. B. Hutchison

Pratt Bcstg. Co., Pratt, Kan.—Granted leave to amend application so as to specify operation on same frequency 1230 kc 250 w unl. and to substitute new pages 1 and 2 of Section IV of present application and new program schedule for one now associated therewith, in order to show program service proposed to be rendered during unl. hours of operation.

May 1 Applications . . .

ACCEPTED FOR FILING

AM—980 kc

Southeastern Bcstg. System, Waycross, Ga.—CP new AM station 790 kc 1 kw D AMENDED to request 980 kc 1 kw D.

License for CP

WTSA Brattleboro, Vt.—License to cover new AM station.

AM—1330 kc

WFBC Greenville, S. C.—CP AM station to install DA-1 AMENDED to request DA-N only.

Modification of CP

WSLN Fort Lauderdale, Fla.—Mod. CP new AM station for extension of completion date.

WCBM Baltimore, Md.—Mod. CP AM station to change frequency, increase power etc. for extension of completion date.

WNAM Neenah, Wis.—Mod. CP AM station to change hours operation and install DA-N for extension of completion date.

Mod. CP new FM station for extension of completion date: KECA-FM Los Angeles; KSTP-FM St. Paul, Minn.

License Renewal

WHAI-FM Greenfield, Mass.—Request for license renewal FM station.

FM—102.1 mc

WSMB-FM New Orleans—CP FM station to change ERP to 16.7 kw.

Modification of CP

WGN-TV Chicago—Mod. CP new commercial TV station to change ERP from 11.2 kw vis., 7.3 kw aur. to 29 kw vis. 14.5 kw aur.

FM APPLICATION DISMISSED

Key Bcstg. Corp., Baltimore, Md.—DISMISSED April 28 application new FM station. Failure to prosecute.

May 2 Decisions . . .

BY COMMISSIONERS WALKER, HYDE, JONES, STERLING

Renewal Granted

WGST Atlanta, Ga.—Granted renewal of license of aux. trans. for period ending May 1, 1953.

BY THE SECRETARY

WPEP Taunton, Mass.—Granted license new AM station and change studio location. 1570 kc 1 kw D.

WRGA Rome, Ga.—Granted license mount FM ant. on side of #3 AM tower.

WOW-TV Omaha, Neb.—Granted license new commercial TV station and indicate designation of studio and trans. locations at 3509 Farnam St. Omaha, Neb. in lieu of 35th & Farnam St. Omaha, Chan. 6, 16.2 kw vis. and 8.5 kw aur. 590 ft.

KREW Sunnyside, Wash.—Granted license new AM station 1050 kc 250 w D.

WBCO Bessemer, Ala.—Granted license new AM station; 1450 kc 250 w unl.

WKOY Bluefield, W. Va.—Granted mod. license to change main studio location.

WERH Hamilton, Ala.—Granted mod. CP to change type of trans.

WOKY Milwaukee—Granted mod. CP to change type trans.

Following granted mod CP's for extension of completion dates as shown: WGRY Gary, Ind. to 11-21-50; WNOE New Orleans to 8-21-50; WHDH Boston to 7-21-50.

Warner Bros. Bcstg. Corp., Hollywood, Calif.—Granted renewals of remote pickups on temporary basis to 9-1-50. KA-6513-12.

The Evening News Assn., Area Detroit, Mich.—Granted renewal of remote pickup KA-5486 on temporary basis to Sept. 1.

National Bcstg. Co. Inc., Area Washington, D. C.—Granted renewals of remote pickups on a temporary basis to Sept. 1, conditions; KA-5174, 5, 6, 7.; KA-6514, 15; KA-5469-73; KGA-844.

Board of Regents, U. System of Ga., Area Atlanta, Ga.—Granted remote pickup KA-6516-17 renewals on regular basis to May 1, 1953.

Rio Grande Bcstg. Co. Inc., Albuquerque, N. M.—Granted license for remote pickup KA-3284.

KBRL McCook, Neb.—Granted request for voluntary assignment of license from partnership composed of four equal partners to corporation—The McCook Bcstg. Co.; no monetary consideration involved.

WDAY Inc., Fargo, N. D.—Granted mod. license to change frequencies KA-5606 KAA-994 from 30.82, 33.74, 35.82, 37.98 mc to 26.23, 28.33, 26.43 mc.

WSM Inc. Nashville, Tenn.—Granted mod. license to change frequencies KA-4743 from 31.62, 35.26, 37.34, 39.62 mc. to 26.33 mc.

KBYR Anchorage, Alaska—Granted mod. license to change main studio location.

WDAY Inc., Fargo, N. D.—Granted CP and license new remote pickup KA-3318.

WEBR Inc., Buffalo, N. Y.—Granted CP and license for new remote pickup KA-2259.

WSM Inc., Nashville, Tenn.—Granted CP to make changes in existing remote pickup KIB-339 to change frequencies from 156.75, 158.40, 159.30, 161.10 mc to 153.17 mc; power from 40 to 50 w and change trans. location.

WCAP Asbury Park, N. J.—Granted CP to change trans. location.

WRCM New Orleans—Granted mod. CP for extension of completion date to 11-27-50.

WWVA-FM Wheeling, W. Va.—Granted mod. CP for extension of completion date to 11-21-50.

WGPS Greensboro, N. C.—Granted license new noncommercial educational FM station; 89.9 mc, 10 w.

KXOA-FM Sacramento, Calif.—Granted license new FM station; 107.9 mc; 13 kw; 170 ft.

Mountain Bcstg. Service, Princeton, W. Va.—Granted license for new remote pickup KA-2945.

WSM Inc., Nashville, Tenn.—Granted license to make changes in existing station KIB-277; frequencies 1606, 2074; 2102 and 2758 kc; 150 w; emission A3; T-L Base, Franklin, Tenn.

WRRZ Clinton, N. C.—Granted request for voluntary relinquishment of control of licensee corp. through transfer of 15 shares of common stock from W. R. Roberson, Sr. to W. R. Roberson, Jr., et al.; no monetary consideration involved.

WRRF Washington, N. C.—Granted request for voluntary relinquishment of control of licensee corp. through transfer of 15 shares of common stock from W. R. Roberson, Sr. to W. R. Roberson, Jr., et al; no monetary consideration involved.

WTAX Inc., Springfield, Ill.—Granted CP and license for new remote pickup KA-6461.

WWHI Muncie, Ind.—Granted mod. CP to change type of trans. and make changes in ant.

(Continued on page 75)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

send me

ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
Nat'l. Press Bldg., Washington 4, D.C.

NETWORK CLAIMS

'Creates Confusion'—Stanton

FRANK STANTON, CBS president, charged last week that conflicting claims to leadership, circulated recently by networks, are "creating confusion" and "can be damaging, not only to radio, but to all advertising—since it tends to cast doubt on the validity of research on which many important buying judgments are based.

Mr. Stanton made his remarks in a letter sent to clients and other advertisers.

Mr. Stanton said that "other networks" were basing claims on 1949 information—the 1949 BMB study, 1949 Publishers Information Bureau billings, and 1949 Nielsen Radio Index costs-per-thousand families.

CBS claims to leadership, he said, were based on 1950 circulation.

. . . facts summarize the tremendous shift in network leadership which has occurred during the past 18 months," Mr. Stanton said.

Facts pertaining to former years, circulated in present sales efforts, cause the conflicting claims that can "cast doubt on the validity of research on which many important buying judgments are based," he said.

KATZ ADDITIONS

Four Join Staff

FOUR staff additions were announced last week by The Katz Agency, New York, radio and television station representative.

Robert S. Wilson, formerly with Edward Petry Co., and before that account executive with MBS in Chicago, has joined the New York TV sales staff. William Condon, formerly with Wade Advertising Agency, Chicago, will join the Chicago TV sales staff May 15. Richard H. Coombs, former space salesman for the Midwest farm paper unit, has joined the Katz Detroit sales staff. The company also announced the addition to its research and promotion department of John Hooker, formerly with the Snow Crop Div. of Clinton Food Inc.

Commercial

RALF BRENT, sales promotion manager at WBBM Chicago, named sales manager of station. He is former manager of WGYN (FM) New York and has worked in radio 12 years as announcer, copywriter, producer, program director, sales manager and account executive for five stations. He replaces **ROBERT LIVINGSTON,** resigned.

BERNE W. WILKINS appointed local sales manager of KDYL-AM-TV Salt Lake City. He was formerly sales executive with WNEW and WMCA New York, and was most recently commercial manager of KFWB Hollywood. He also was associated with Music Corp. of America and was radio and TV director of Sterling Adv. Agency, New York.

Mr. Wilkins

RALPH G. ALLRUD, formerly account executive with G. M. Basford Adv., New York, and WSAY Rochester, appointed commercial manager of WDEM Providence, R. I.

WILLIAM H. TANKERSLEY, formerly vice president in charge of sales and promotion for Story-Ad Inc., Hollywood film production unit, named merchandising manager of KNX Los Angeles and CBS Pacific Network. He replaces **ARTHUR M. MORTSENSEN** who becomes account executive. Mr. Tankersley works under direction of **RALPH TAYLOR,** CPN promotion director.

ROBERT SCHROEDER added to staff of WDTV (TV) Pittsburgh, as account executive. For past four years he has been with WCAE Pittsburgh as salesman. He formerly was associated with Gardner Adv., St. Louis.

DONALD L. DAHLMAN, former advertising manager of Adler Co., hosiery manufacturer, joins sales staff of WLWT (TV) Cincinnati.

PAUL WILSON joins sales staff of KFH-AM-FM Wichita, Kan., as account executive. He has been in radio for 13 years, and was formerly with KANS Wichita, as program director.

E. T. (Larry) SHIELDS named commercial manager of KWRN Reno, Nev. He succeeds **JOHN A. LAND,** resigned. Mr. Shields was program director for station for past two years.

CLIFFORD T. LAWSON joins sales staff of WKBN Youngstown, Ohio.

RONNIE LASKEY appointed to sales staff of WPEN Philadelphia. Miss Laskey has been with station for past five years, three of which were spent in sales department, as assistant to **EDWARD C. OBRIST,** general manager of station. **SAM GARRISON,** formerly with *Philadelphia Daily News,* also joins WPEN sales staff.

RICHARD GREGORY CAHILL joins sales staff of WNBQ (TV) Chicago. He is former executive assistant of Armour Research Foundation, and has done sales promotion and publicity work for several Chicago firms.

ROBERT MEEKER Assoc. Inc., New York station representative, appointed exclusive national representative by WHKK Akron, Ohio, effective May 1.

VERNON HEEREN appointed manager of spot sales traffic at NBC Chicago, succeeding **GEORGE CREECH,** who has resigned to go into his own business in Washington.

SCHEPP-REINER Co. appointed national sales representative of WDIG Dothna, Ala.

BEN R. DRAKE named sales coordinator at WBKB (TV) Chicago after working as secretary to program manager since October.

LON KING, KNBC San Francisco salesman, elected member of board of directors of San Francisco Junior Chamber of Commerce.

ROY BACUS, commercial manager of WBAP-AM-TV Fort Worth, Tex., elected president of Forth Worth Advertising Club.

HAL GAISFORD, KSFO San Francisco salesman, is the father of a boy.

Bond Show Cut

TREASURY DEPT.'s kickoff show May 15 for its savings bond "Independence Drive" was cut last week from a full-hour to a half-hour on the four AM networks [BROADCASTING, May 1]. Show now is scheduled 10:30-11 p.m. EDT, Treasury said. Show is expected to top last year's record of 1,981 network affiliates and independent outlets. No change was made in the TV counterpart kickoff, *Open House With Arthur Godfrey,* scheduled 10.11 p.m. on NBC-TV.

STUDENTS of Stamford High School, Stamford, Conn., will operate WTSC-AM-FM that city on May 10. Students will be in charge of complete broadcast day.

AD GUIDEBOOK

Maps Self-Regulation

THE ADVERTISING standards recommended by NAB in its current Standards of Practice, together with similar material from the "codes" of other organizations, are summarized in *Self-Regulation of Advertising,* 68 page "guidebook of major facilities" issued last week by the ANA and AAAA, for whom it was prepared by Verne Burnett, public relations consultant.

In addition to the NAB code material, the book also contains sections on self-guidance helps of the AAAA, Advertising Federation of America, Better Business Bureau, U. S. Chamber of Commerce, Newspaper Advertising Executives Assn., Magazine Advertising Bureau, Associated Business Papers, Outdoor Advertising Assn. of America, Federal Trade Commission, Proprietary Assn., American Medical Assn., National Canners Assn. and the U. S. Supreme Court.

Noting that "improvement and development of advertising through self-regulation has been the concern of various advertisers, agencies, media, national and local organizations and governmental agencies since the early 1900's," the volume's introduction points out that the book "is intended as a guidebook of major facilities available now for self-regulation or voluntary censorship of advertising."

NBC NAMES BOCK

To Coast Artists' Relations

HAROLD J. BOCK, with NBC Western Division for past 15 years, has been appointed to the newly created post of director of artists relations and will continue to be headquartered in Hollywood, according to Sidney N. Strotz, NBC administrative vice president.

Mr. Bock

Prior to his new assignment, Mr. Bock was manager of KNBH (TV) Hollywood, NBC owned and operated television station, and before that was Western Division director of public relations and publicity manager. In his new capacity, he will work with all radio and TV talent as NBC contact in matters regarding artists' relations with the network, press and audience.

AGRICULTURE

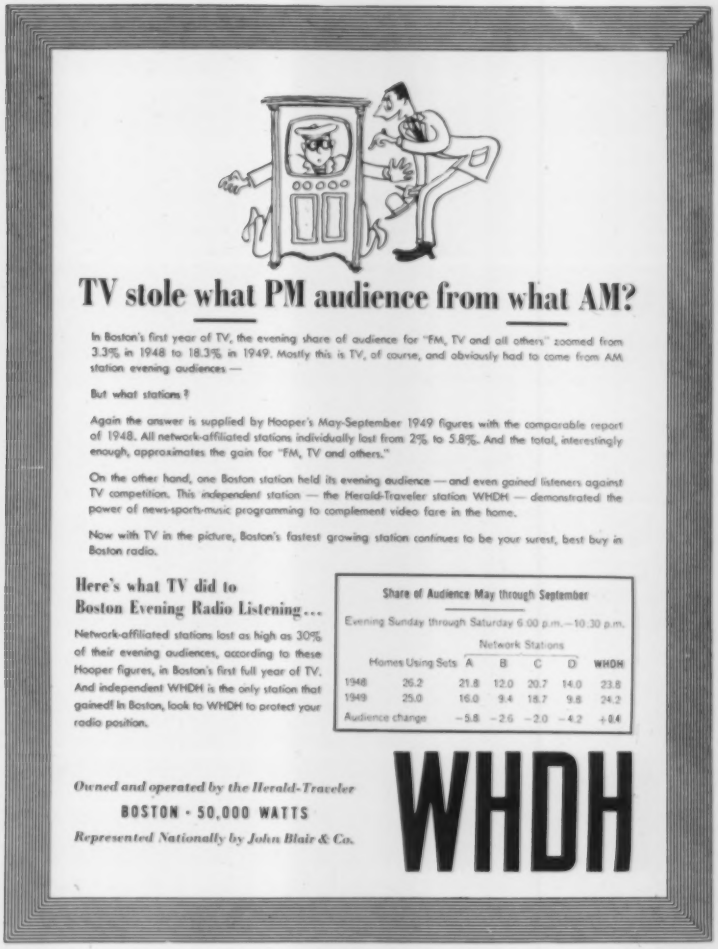
We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Burger Beer
DOUBLES SALES
in 3 weeks
with "directed" advertising
on WGRD
Grand Rapids, Michigan

all time buyers get into fixes like this

And use SRDS to help get out of them


TV stole what PM audience from what AM?
In Boston's first year of TV, the evening share of audience for "FM, TV and all others" zoomed from 3.3% in 1948 to 18.3% in 1949. Mostly this is TV, of course, and obviously had to come from AM station evening audiences —
But what stations?
Again the answer is supplied by Hooper's May-September 1949 figures with the comparable report of 1948. All network-affiliated stations individually lost from 2% to 5.8%. And the total, interestingly enough, approximates the gain for "FM, TV and others."
On the other hand, one Boston station held its evening audience — and even gained listeners against TV competition. This independent station — the Herald-Traveler station WHDH — demonstrated the power of news-sports-music programming to complement video fare in the home.
Now with TV in the picture, Boston's fastest growing station continues to be your surest, best buy in Boston radio.
Here's what TV did to Boston Evening Radio Listening...
Network-affiliated stations lost as high as 30% of their evening audiences, according to these Hooper figures, in Boston's first full year of TV. And independent WHDH is the only station that gained! In Boston, look to WHDH to protect your radio position.
Share of Audience May through September
Evening Sunday through Saturday 6:00 p.m.–10:30 p.m.
Network Stations
Homes Using Sets A B C D WHDH
1948 26.2 21.8 12.0 20.7 14.0 23.8
1949 25.0 16.0 9.4 18.7 9.8 24.2
Audience change −5.8 −2.6 −2.0 −4.2 +0.4
Owned and operated by the Herald-Traveler
BOSTON • 50,000 WATTS
Represented Nationally by John Blair & Co.
WHDH

Such Service-Ads as this in the monthly SRDS Radio Section help Time Buyers pick the right stations

Late one afternoon the agency's top client phoned. Would the Time Buyer ready a list of station recommendations in 22 cities by the next afternoon? The client had just got wind of a competitor's plan to break a test in those cities and wanted to get in at the same time to jam it. Had to work *fast!*

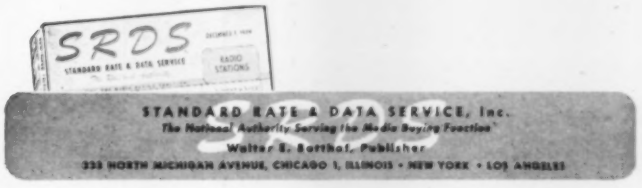
The Time Buyer buckled down to a double day's work. No time to call the reps. No time for looking up information. No time for any help, except his own long experience and the Radio Section of SRDS.

The next afternoon his recommended list was approved.

Many radio stations help Time Buyers working under such pressures by supplementing and expanding the information in their SRDS listings with *Service-Ads*, like the WHDH Service-Ad shown here.

"When I'm using STANDARD RATE," one Time Buyer tells me, "I'm looking for certain things. I'm not *reading*. But, if I see an ad which gives station coverage or other useful facts not in the listing, I make it a point to check it. I have to be familiar with each station. That's what makes SRDS so important to me."

When you're comparing stations, make sure to check the station Service-Ads as well as their listings in SRDS.


SRDS
STANDARD RATE & DATA SERVICE
RADIO STATIONS
STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS • NEW YORK • LOS ANGELES

Note to Station Managers: The SPOT RADIO PROMOTION HANDBOOK reports *in detail* what sort of information helps buyers decide "which stations they want." Copies are available from any SRDS office or representative at a dollar each.

AAW AWARDS

SCBA Sponsors '50 Contest

AWARDS in four categories will be given in the Advertising Assn. of West annual radio commercials competition, it has been announced by Southern California Broadcasters' Assn.

Categories include commercial programs and commercial spot announcements used in cities of 10,000 or over; programs and spots in cities of under 100,000. In addition, one will be chosen from the four winners to receive the top trophy donated by Vancouver Advertising Club.

Contest is open to stations, networks, agencies, advertisers and individuals in the 11 Western states and Western Canada. Entries will be judged on the basis of creative originality, factual information, listenability and sales effectiveness. Awards will be presented at the AAW convention June 25-28 in Los Angeles.

Judges for the contest include: Robert J. McAndrews, managing director, SCBA, chairman; John Weiser, vice president and Pacific Coast manager, Ruthrauff & Ryan, Hollywood; Martha Gaston Bigelow, account executive, KFOX Long Beach; S. S. (Bud) Spencer, Pacific Coast radio and television director, Foote, Cone & Belding; Glad Hall Jones, account executive, KRKD Los Angeles.

WTAG FILM SET

Tells Worcester's Story

MARKET film promoting Worcester, Mass., and prepared jointly by WTAG-AM-FM that city and the *Telegram-Gazette*, will be premiered May 9-10 at a luncheon meeting in New York's Waldorf-Astoria, according to the station. Film runs 25 minutes and is in sound and color.

Called "Worcester — Industrial Capital of New England," the film stars Jeffery Lynn, who introduces his home market area to national advertisers and industrialists. The movie is the initial thrust of a nation-wide selling program designed to present the facts about "New England's third largest market," WTAG reported.

Production

DICK FISCHER appointed program director of WSAI Cincinnati. He was formerly with WHAS Louisville as news director and later program director and has been with WSAI for a year.

CLIFF BADGER, formerly with Perrett Co., Los Angeles agency, joins KTMS Santa Barbara, Calif, as continuity writer.

BETTY ANN HORSTMAN appointed director of women's activities at WING Dayton, Ohio. She joined station last summer, specializing in teen-age talent and disc shows.

Miss Horstman

BILL WOLFF, formerly with WDYK Cumberland, Md., and WONW Defiance, Ohio, joins announcing staff at WHTC Holland, Mich. He succeeds **MILES BASKETT.**

GLENN UHLES promoted to supervisor of office services and personnel at NBC Chicago after working as assistant night manager of guest relations and program traffic since last year. He is former night program manager for ABC Chicago.

HARRY OLESKER and **MORT LEVIN,** writers, join WNEW New York, as senior writers.

KENNY McMANUS, director of Columbia Pacific Network *Meet the Missus* series, appointed CBS assistant director, with headquarters in Hollywood.

FRANK FOX and **JESSE GOLDSTEIN** join writing staff of CBS-TV *Ed Wynn Show.*

DONALD HALL, formerly of WCFC (FM) Beckley, W. Va., named chief announcer at WERH Hamilton, Ala.

EUGENE MARSILI appointed head of ABC Hollywood duplicating and typing department. He is assisted by **CATHERINE STEFFES.**

JAMES N. FLENNIKEN, former eastern representative of Capitol Transcriptions, named program director of WEIR Weirton, W. Va., scheduled to take the air late in June. Mr. Flenniken was station manager and program director for WCAW Charleston, W. Va., for three years, and in same dual capacity at WBRW Welch, W. Va. He was production manager at WKBN Youngstown, Ohio, for three years and was also with WMMN Fairmont, WAJR Morgantown and WBLK Clarksburg, all W. Va.

LEE N. VOGEL, formerly with American Male Concert Chorus, joins staff of KJCK Junction City, Kans., as announcer.

JOHN B. STODELLE, announcer-salesman for KWRN Reno, Nev., promoted to program director for station.

MATT DENNIS, singer-pianist, joins cast of half-hour weekly *Lee's Lair* program on KTSL (TV) Hollywood.

JOE THOMPSON, disc m.c., starts new 55 minute *The Joe Thompson Show* featuring recorded music, commentaries and interviews, on Pacific Regional Network.

ED SULLIVAN, m.c. of *Toast of the Town* on CBS-TV, awarded official certificate of appreciation by Disabled American Veterans "in appreciation for your many services to America's war-disabled veterans."

EDWARD M. GALLOWAY named program manager in charge of production and music for WIL St. Louis. He was staff announcer on WEW and program director of KSTL both St. Louis, before joining WIL.

Mr. Galloway

HERBERT B. CAHAN, program manager of WAAM Baltimore, is the father of a girl, Julie Fellman, born April 26.

GEORGE LOVATT appointed to Canadian Broadcasting Corp. TV staff at Toronto to investigate film and associated equipment for direct photography and kinescope recording. He was formerly in charge of CBC Toronto machine shops.

DON (Creesh) HORNSBY, Hollywood comedian, signs exclusive five-year radio and television contract with NBC.

RAY TREMAINE appointed chief librarian of CKEY Toronto, succeeding **CLIFF BOWERS,** who joins CKRD Red Deer, Alta.

ROY LOGGINS starts five weekly disc program *Blowing With Roy* on KALI Pasadena, Calif. Leo J. Meyberg & Co., Los Angeles (RCA distributor), is sponsor.

JANE QUINN, star of WGN-TV Chicago's *Telephone Quiz* and *Hy-Power Crossword Puzzle,* and **Scott Gordon** were married April 22.

ED REIMERS, KTTV (TV) Hollywood staff announcer, signed by Filmakers to narrate several sequences in forthcoming motion picture "Outrage."

HELEN RAY, member of program department at WTIC Hartford, Conn., and Luther Menge have announced their marriage.

JOHN BRYSON, announcer at WENR-AM-TV Chicago, is the father of a girl, born April 21.

DORIS ROGERS, switchboard operator with WBBM Chicago, and Richard Carlson have announced their marriage.

KTHT CASE

FCC Says Power Grant Proper

FCC's 1947 grant to KTHT Houston, Tex., for boost in night power from 1 kw to 5 kw directional on 790 kc, was in accord with its engineering standards, the Commission has told the U. S. Court of Appeals for the District of Columbia in a statement of facts and grounds for the decision.

FCC said although KECA Los Angeles received interference outside its normal area, it was not entitled to the special engineering consideration it claimed. The court had requested the details in its October 1949 decision on KECA's appeal which remanded the case to FCC [BROADCASTING, Oct. 24, 1949].

KECA's appeal was made when FCC denied the station's request for a hearing on the KTHT grant. The Commission explained KECA as a Class III station was entitled to protection to its 2.5 mv/m contour but prior to the Texas grant was serving to its 1.83 mv/m contour. KTHT's changed facilities were cited as reducing this to 2.46 mv/m, effecting a loss of 5.2% of KECA's then existing audience. KECA made no adequate showing its programs were different from other services available to the area lost, hence it was not entitled to protection in this outside area, FCC said.

RCA THESAURUS

36 Stations Are Added

RCA'S THESAURUS, transcribed program service, has signed 36 new station subscribers. Stations signed are:

WJJJ Montgomery, Ala.; WDAF Kansas City, Mo.; WOHI East Liverpool, Ohio; KPOJ Portland, Ore.; KWCR Cedar Rapids, Iowa; KTLW Texas City, Tex.; WIBA Madison, Wis.; WCOJ Coatesville, Pa.; WPCF Panama City, Fla.; WNMP Evanston, Ill.; WRR Dallas, Tex.; KCUL Fort Worth; KAFF Petaluma, Calif.; WCUE Akron, Ohio; KCRV Caruthersville, Mo.; WAND Canton, Ohio; KBIX Muskogee, Okla.; WFTR Front Royal, Va.; KVI Seattle; KGNB New Braunfels, Tex.; WKBZ Muskegon, Mich.; WFAH Alliance, Ohio; WSBT South Bend, Ind.; WGL Ft. Wayne, Ind.; KROX Crookston, Minn.; WLBB Carrollton, Ga.; WOWO Ft. Wayne; WVMI Biloxi, Miss.; WCEN Cambridge, Md.; WTAL Tallahassee, Fla.; WRAD Radford, Va.; WAGN Presque Isle, Me.; WGIL Galesburg, Ill.; WKTY La Crosse, Wis.; WKRS Waukegan, Ill.; and WEIR Weirton, W. Va.

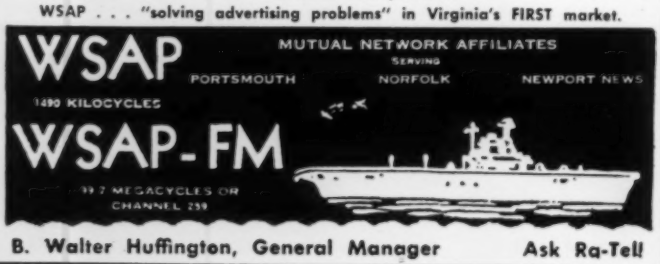
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



B. Walter Huffington, General Manager — Ask Ra-Tel!

FOR INCREASED SPOT BILLINGS CONTACT JOSEPH HERSHEY McGILLVRA INC

HAnover 2 8755

GraybaR recommends

MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as *any* of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 5056

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,20)
Antenna Equipment (20)
Attenuators, Test Equipment (7)
Cabinets (13)
Consoles (20)
Loudspeakers and Accessories (1,20,22)
Microphones, Stands and Accessories (1,11,12,15,20,22)
Monitors (10,20)
Recorders and Accessories (2,7,17,19)
Speech Input Equipment (20)
Test Equipment (1,10,21)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,9)
Transmission Line and Accessories (5)
Transmitters, AM and FM (20)
Tubes (9,14,20)
Turntables, Reproducers, and Accessories (7,17,20)
Wiring Supplies and Devices (4,8,9,11,16,18,22)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Free, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

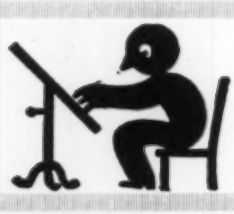
RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Promotion



CAR CARDS placed in public transportation vehicles by LaRosa & Sons, New York (macaroni products), are being distributed now to 400 timebuyers and radio directors in Chicago and New York by C. P. MacGregor Inc. as promotion pieces. LaRosa, which sponsors MacGregor's *Hollywood Theatre of Stars*, contributed samples of car cards which it displays in 18 markets. MacGregor's Chicago and New York sales chiefs, William Mertz Jr. and Nat Donato are promoting 204 different stories in the half-hour show. Colored cards are being delivered in person in Chicago and New York proper, and mailed to peripheral areas.

Tune Title Contest

CONTEST tying in BMI tune written by Bill Copeland of Byer & Bowman Advertising Agency and Geer Parkinson of WBNS Columbus, Ohio, is latest promotion of WCOL Columbus. Conducted by WCOL Disc Jockey Emerson Kimball, contest offers prizes to listeners submitting statement of 25 words or less beginning with title, *If Summer Is Good to Me*, tune written by Mr. Copeland and Mr. Parkinson. Prizes include bicycle, broiler, set of wrenches and theatre passes.

WSM 'Opry' Bookings

WSM Nashville has announced it is now booking its *Grand Ole Opry* for next season. Show, which will celebrate its 25th year in October, is held by WSM to be natural for outdoor promotion. WSM reported over four million people have visited Nashville to see show in Ryman Auditorium and many millions more have seen it in person in all 48 states and in Canada and Canal Zone. For cross-country tours, *Grand Ole Opry* acts use two DC-3 airplanes.

WOIC Promotion

INAUGURATION of new promotion by WOIC (TV) Washington, including newspaper advertisements asking "How's Your Pulse?" has been announced by John F. Hardesty, director of advertising and special events. Promotion is designed to appeal to both TV viewer and prospective sponsor, making primary pitch at viewer and winding up with straight sales "come-on." Advertisement also states WOIC's Channel 9 is home of five of top 10 TV shows and, in addition, has Washington's highest-rated daily locally produced TV program featuring Jim Simpson, 6:45-7 p.m.

NBC's Flying Saucer

TAKING flying saucer for theme, NBC press department has come out with "Radio Editors' Flying Saucer Mail Service." Promotion piece is made up of white saucer-shaped cardboard lettered in red and white and attached to sky-blue square. Sent via airmail, card states on reverse side that flying saucer is attached. Purpose is to call attention to new listening time for *Dimension X*, Saturday, 8-8:30 p.m. (EST), dramatizations of "outstanding science fiction."

WWL Brochure

BROCHURE titled "Young Man and a Bull" tells story of how WWL New Orleans "has raised standard of living of whole area, built loyal audience for programs and created market for its sponsors' products." Promotion piece was prepared and sent out to agencies by WWL's national representative, The Katz Agency. In line with project, George Shannon highlights on early morning show, *Farm Front Reporter*, interviews recorded by him on yearly trips through Louisiana, Mississippi, Alabama and Tennessee.

Demonstration Film

QUARTER-HOUR 16mm film to demonstrate KTTV (TV) Hollywood's facilities at its newly acquired studios at Nassour Motion Picture lot in Hollywood prepared by *Los Angeles Times*-CBS owned station for showing to advertisers and agencies. Film, which presents various shots of Los Angeles-Hollywood area, points out central location of its studios, facilities offered there and type of TV programs which can be expected to originate there. Film will be distributed by station's representative, Radio Sales, in New York, Chicago, Detroit and San Francisco, in addition to being booked for local showings by KTTV sales representatives. Ed Reimers, station staff announcer, did narration on film; John Vrba, promotion manager, was producer.

Informational Cards

SERIES of 6x9-inch self-mailer cards describing business activity of WMCA New York being sent by station to all advertising agencies and advertisers. Cards are made up in various colors and carry slogan, "Leading advertisers in every field lead the way to WMCA." In addition, some cards mention contract just signed with advertiser, agency, starting date and program; other cards carry available spots, programs, etc., with rates on each.

J. AKUHEAD PUPULE (Hal Lewis) accepts coffee and a doughnut from a Honolulu Rapid Transit employee while duplicating his pose on KHON Honolulu, T. H.'s outside bus card. The three-color cards were used to publicize Mr. Lewis' switch from KPOA Honolulu, to KHON and the Aloha Network.

Smart Space

YEAR'S contract for space in *TV Digest*, Philadelphia magazine for television viewers, signed by Hohenadel Brewery, Philadelphia. Company runs ad weekly on page listing sport highlights of upcoming week. Form of ad consists of banner head, covering both ad and sports box which says, "Add to your enjoyment." Sales message is beside and under box. Additional promotion sent to clubs and bars in area is reprint of ad and sports highlights on heavy coated stock paper with hole in top for hanging.

Baby Pins

DIAPINS, two large safety pins connected by six-inch link chain for baby's underpinnings, are sent on request by Perfex Co., Omaha (cleaners, starch), which sponsors *Kitchen Club* on more than 30 stations. Edith Hansen mails handy, goodwill promotions with following card verse: "Hi there, little bundle, we're glad that you are here. We think you're really something and we hold you very dear. These Diapins we send you for mother's busy days, will help her manage safely your 'ever changing' ways!"

Advantages Presented

BID for increased spot business made by KRON-TV San Francisco in new direct mail promotion piece headlined: "KRON-TV's program parade holds audiences alert for spots." Copy identifies KRON-TV as San Francisco television station "that does most to help your 'spots' produce." Also listed prominently is complete run down of all types of programs featured by station and on which adjacencies are available.

Best Father Sought

LETTER writing contest sponsored by KDKA Pittsburgh is open to any boy or girl under 16 in area. Contestants are asked to write station on subject, "Why I think my dad is the best father in the world." First prize to winning father is complete wardrobe, worth about $500, and first prize to son writing letter is $25 savings bond and portable radio. Contest is being promoted on *Starlets on Parade* show over KDKA. Men's Wear Guild is placing displays in 250 men's wear stores in area and supplying prizes.

Westinghouse Display

WHEN parent Westinghouse Electric Corp. held recent stockholders' meeting in Philadelphia, KYW that city set up Westinghouse display in concourse of Pennsylvania Railroad's 30th St. Station, which greeted stockholders on their arrival in city. Display featured latest Westinghouse TV set models, and prominently exhibited call letters of KYW.

Race Park Honors WTVJ

HONORING WTVJ (TV) Miami, Gulfstream Park April 18 named feature race of day "WTVJ Handicap." Mrs. Mitchell Wolfson and Mrs. Sidney Meyer, wives of WTVJ's co-owners, were in winner's circle to make trophy presentation to owner of winning horse. Handicap was final special event scheduled in WTVJ's first anniversary week which ran April 12-18 inclusive. WTVJ has telecast Wednesday and Saturday feature races at Gulfstream during 1950 meet.

Educational Tours

EDUCATIONAL radio tours for all school teachers of Illinois' Jefferson County are now being conducted weekly at WMIX Mt. Vernon, Ill. Tours through studios, and short talks by all staff members are part of prepared entertainment. Tours will stop at end of school term and resume in fall.

KCOL Coverage

PROMOTION piece extolling coverage by KCOL Fort Collins, Col., issued by station. Four-page leaflet contains frontispiece picture showing Herb Hollister, president of KCOL, presenting station's trophy to winning team in Northern Colorado division shoot for National Rifle Assn. KCOL also emphasizes its business pull in brochure.

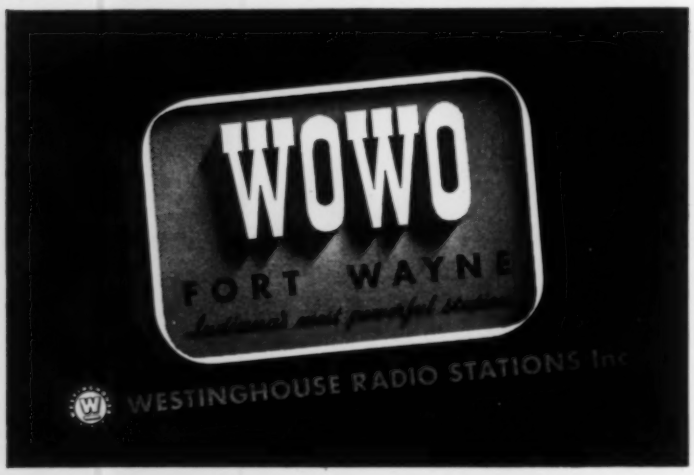
Award Announcement

ANNOUNCEMENT of San Francisco Academy of Television Arts and Sciences award for outstanding station achievement to KPIX (TV) San Francisco used by station in direct mail promotion card. Under announcement of award and picture of silver statuette that went with it is copy expressing gratitude to "contemporary stations and associates for the high honor . . . and for five additional awards in as many program classifications."

Personnel

BOB CHILL, former Chicago *Sun-Times* reporter, joins publicity staff at ABC's Central Division. **DON CARRELL** promoted from ABC's mail room staff to promotion department.

MARK FINLEY, Mutual-Don Lee Hollywood public relations director, is the father of a girl, Kathleen O'Reilly.



BASEBALL
SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS $10. or [2. ea]
Order C.O.D. today while supply lasts
CHAS. MICHELSON, Inc.
23 WEST 47th ST., N. Y. 19
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DST OFFICIAL

Congress Okays for D. C.

WASHINGTON radio and television stations last Thursday resumed normal operating schedules after Congress earlier in the week finally approved Daylight Saving Time for the District of Columbia [BROADCASTING, May 1].

President Truman signed a House-originated bill (HR 6354) after the Senate cleared the bill Tuesday, giving the District DST for 1950 only, a provision which conflicted with a Senate-sponsored bill favoring DST on a permanent basis.

Washington radio - TV logs, scrambled by the delay in launching "fast time," resumed operations calling for listening periods substantially identical to those listed while the region was on Eastern Standard Time.

Television stations were affected, for the most part, during the four-day interim, with Washington televiewers enjoying their network TV fare an hour earlier each day. Capital radio stations generally were not affected on network shows, airing recorded playbacks to listeners at the same periods.

In House debate on the measure last Monday Rep. Joseph P. O'Hara (R-Minn.) charged that "the force behind this bill originates in New York City where the radio people put on their programs" and that radio announcers had "quite frequently" urged District residents to vote for DST. He deplored DST as a "delusion and a myth" in opposing the measure.

FTC Actions

TOTAL of 1,331 out of 77,420 radio continuities examined by the Federal Trade Commission during March were set aside "as being possibly false and misleading," FTC's Division of Radio and Periodical Advertising has reported. FTC conducts monthly survey of radio, TV, magazine, newspaper, mail order and other advertisements looking toward apparent and probably misrepresentations.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES

Time Simulated

WHEN is a simulcast not a simulcast? Answer: When legislators fail to push up their own clocks and the rest of the country adopts "fast time." That's exactly what happened last week before Congress finally gave the green light to EDT for the District of Columbia—effective four days after the normal national switchover. Washington televiewers of NBC's *Voice of Firestone*, which is usually simulcast, last Monday got the TV version at 7:30 and the radio portion an hour later, because of scrambled radio-TV schedules.

'SAVE THE SOIL'

Awards to Texas Stations

AGGRESSIVE programming on measures to defeat soil erosion has won honors for KFRD Rosenberg, KGNC Amarillo and WFAA Dallas, all Texas, in the fifth annual "Save the Soil and Save Texas" awards program sponsored by Scripps-Howard newspapers in that state. KFRD was named winner of the small-station class for doing the most for soil-conservation in Texas during 1949. KGNC won recognition for its efforts as did WFAA, which received honorable mention.

Awards in the form of bronze plaques will be presented at the annual awards banquet to be held at the Rice Hotel in Houston May 16. Featured speakers are Sen. Clinton P. Anderson (D-N. M.), former Secretary of Agriculture, Gov. Allen Shivers, and other dignitaries. Highlights of KFRD's campaign, General Manager Jim Hairgrove said, included personal interviews tape recorded with farmers, studio interviews with agriculture leaders and regular news releases on soil conservation.

NRDGA SESSION

Radio-TV Panel Set

A RADIO and television panel is scheduled among events at the mid-year conference of the National Retail Dry Goods Assn. at the Hotel Biltmore, Los Angeles, May 31-June 2.

The radio and television panel session will be held at 2 p.m. Wednesday, May 31, in the grand ballroom of the hotel. Chairman of the panel will be E. J. Shurtz, vice president of the Broadway department store, Los Angeles. Participants will be George L. Moskovics, CBS manager of television sales development; Maurice B. Mitchell, BAB director; Mag Zahrt, of BAB; Robert Enders, of Robert Enders Advertising Agency Inc., Washington; and James Rotto, sales and publicity director, Hecht Co., Washington.

WBAT WGBF BIDS

FCC Would Grant Changes

INITIAL DECISIONS to grant WBAT Marion, Ind., change from 500 w daytime on 1600 kc to 250 w fulltime on 1400 kc and to grant WGBF Evansville, Ind., power increase to 5 kw fulltime, on 1280 kc, have been reported by FCC [BROADCASTING, May 1].

Hearing Examiner James D. Cunningham, in recommending approval of the WBAT bid, ruled to deny the new station requests of Chronicle Pub. Co., Marion, and Kokomo Pioneer Broadcasters, Kokomo, Ind. He preferred to grant Marion its first fulltime facility because Kokomo already has such an outlet, WIOU. Since Chronicle Pub. Co. owns both daily papers in Marion, the examiner preferred to approve the application of WBAT, an independent firm. The publishing firm also is licensee of WMRI (FM) there.

In the recommended WGBF grant, Hearing Examiner Jack P. Blume found that only slight interference would occur to KSFT Trinidad, Col. He ruled to deny competitive bid of WMRO Aurora, Ill., for night operation on 1280 kc with 100 w. WMRO, now on that channel with 250 w daytime, was ruled out because it is a Class IV station on the regional facility and did not meet all conditions necessary to entitle it to exception under FCC's rules governing channel allocations.

Kokomo Pioneer Broadcasters is a partnership of Donald A. Burton, William F. Craig and Ralph J. Whitinger. Messrs. Burton and Craig own WLBC Muncie, Ind. The Chronicle Pub. Co. publishes the *Marion Leader-Tribune* (morning), *Chronicle* (evening) and *Chronicle-Tribune* (Sunday).

News

RICHARD C. HOTTELET on May 18 resumes his former post as CBS correspondent in Berlin, succeeding **BILL DOWNS**, who will move to CBS news staff in Washington.

H. V. KALTENBORN replaced on his NBC news commentary show by **RICHARD HARKNESS** during former's vacation from May 26 to Sept. 11.

JACK LEWIS, sportscaster for WTVR (TV) Richmond, Va., is the father of a boy.

BILL MURPHY, news editor and disc jockey for WCKB Dunn, N. C., is the father of a boy, William Bailey Jr., born April 24.

JOE CRYSDALE, sports director of CKEY Toronto, is the father of a girl, born April 21.

Coast Electronic Show

SEVENTH annual Pacific Electronic Exhibit will be held in 1951 at San Francisco Civic Auditorium, Aug. 29-31, according to H. P. Balderson, president of West Coast Electronic Mfrs. Assn. The sixth annual exhibit will be held at Long Beach Municipal Auditorium next Sept. 13-15 inclusive.

NEED MORE COVERAGE?

We make no "bones" about it . . . you get real coverage in this important market when you use powerful KFYR advertising. Out here, listening to KFYR is a habit—based on a quarter century of outstanding service. Ask any John Blair man for the complete story.

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

LANG-WORTH
FEATURE PROGRAMS
SELL
AUTOMOBILES!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Miss Florence Richards
McCann-Erickson
New York City

Dear Flo:

Well, thin's is really goin' with a bang here in th' home town uv WCHS! Tried ter git down town Sattiday, an' I never seen sech crowds uv peepul aspendin' money! I betcha 1950 is goin' ter be th' biguest bizness year in th' histry uv Charleston, West Virginny, and thet's really sayin' sumpthin', 'cause we've had some mighty big bizness years 'round here! Yes'm, th' coal miners is acworkin' ter beat th' band; th' buildin' trades has a new contract; ol' th' contractors is gittin' ready fer a histry-makin' buildin' boom on accounta how th' President signed th' housin' bill; an' th' big plants in th' valley is agoin' full tilt! Flo, hit looks like th' folks 'round here is goin' ter have more money ter spend then you kin shake a stick at, an' you guys and gals what has thin's ter sell cud really do a job for yer clients by usin' WCHS! Hit's th' station folks lissens ter th' most right here where th' money's ter be spent! Thet's good news, ain't it Flo?

Yrs.
Algy

WCHS
Charleston, W. Va.

Programs

COVERAGE of flood in Crookston, Minn., was given listeners by WCCO Minneapolis through staff members who traveled 300 miles for that purpose. Early reports on rising waters and snowstorm which disrupted communications in area were given WCCO by George Grim, newscaster for station, and Bob Sutton, program director, who flew over area. Wiley S. Maloney, news director, Stewart MacPherson, Frank Butler, announcer, and Engineer Harry Larson went to Crookston and telephoned eye-witness accounts to station. Tape recorded interviews with personnel at Red Cross headquarters, men working to save bridge and flood refugees were combined into half-hour show which helped raise funds to aid in emergency work in area.

Sportsman's Award

SPECIAL *Bill Hunter Tribute* broadcast over Columbia Pacific Network, May 5, was occasion for awarding of CBS Pacific Network Sportsman's Award to Willis O. (Bill) Hunter, athletic director of U. of Southern California. Presentation is made annually to Western sports figure who makes greatest contribution to Western sports each year. Howard S. Meighan, CBS vice president and general executive, made award, while Tom Harmon, KNX Hollywood director of sports, narrated program which presented highlights from Mr. Hunter's career.

TV Auction

LEADING Baltimore retailers and manufacturers co-sponsor new show over WMAR-TV Baltimore called *Tele-Sale*. Show is actual auction of merchandise ranging in value from small amounts to hundreds of dollars. Items, all products of sponsors, are open to bids from studio and home audience at same time. San Rea, auctioneer, will conduct shows, taking studio bids while battery of models at telephone extensions in studio take home offers. New, nationally-advertised products are put on block, and highest bidder can secure his goods from sponsor on following day. Show is aired Thursday, 8 p.m. Agency is Harrison-Pitt Inc., Baltimore.

WIP Roundup

TO PIERCE cloak of confusion drawn about Philadelphia's threat of transit strike, WIP Philadelphia obtained exclusive roundup statements from spokesmen and key figures of both labor and management. Separately taped statements and news-interviews which clarified status of events involving Philadelphia Transportation Co. dispute were aired fortnight ago together with similar news from local Pennsylvania Railroad and Bell Telephone Co. of Pennsylvania, each concerned with railroad and telephone labor disputes, respectively.

Future Farmers Feted

FUTURE FARMERS of America, 20 strong, were honored at WLS Chicago *Prairie Farmer* family dinner April 28 during their all-expense-paid three-day trip to Chicago. Annual promotion of station and newspaper since 1944, trips are given to boys from Illinois, Indiana, Wisconsin and Michigan for outstanding achievement in agriculture and scholastic or community leadership. Eight youths discussed current farm topics with Paul C. Johnson, editor of *Prairie-Farmer*, at dinner, and tape recording was broadcast later. Arthur C. Page, WLS farm program director, was toastmaster.

Cup Race

FAMOUS Maryland Hunt Cup point-to-point race telecast by WBAL-TV Baltimore from J. W. Y. Martin estate in Worthington Valley. Station claims "first" in giving viewers direct on-the-spot coverage of event. Special equipment and camera techniques were used. Maggi McNellis, m.c. of NBC's *Leave It to the Girls*, interviewed celebrities and Tom White, newscaster, handled color. Race was described by Humphrey Finney, editor of *The Maryland Horse* magazine.

"Game of Day"

WPEN Philadelphia has started new sports show called *Game of the Day*, broadcast Monday through Saturday from 7:15-7:45 p.m. Program is capsule reconstruction of major league baseball games. WPEN said play-by-play description faithfully reconstructs complete action of outstanding afternoon ball game. Play-by-play, in which every play is re-enacted with proper sound effects simulating live action at ball park, is handled by Del Parks.

WHEB X-Ray Show

NEW HAMPSHIRE's X-Ray Unit, in Portsmouth for recent three-week stay, was used by Lu and Phyl Dumont for their WHEB Portsmouth show, *The Dumonts*. Broadcasting from inside X-ray bus, Dumonts were X-rayed, describing procedure to listeners and then interviewing state health director and his assistant who have been traveling around state giving free chest X-rays to as many citizens as possible. As result of Dumonts' program, and other publicity announcements, bus reportedly broke all previous records for visits and remained in Portsmouth week longer than originally planned.

WCPO Pays Tribute

SHORTLY after death of Archbishop John T. McNicholas of Cincinnati last month, Bob Otto, WCPO Cincinnati news director and a personal friend of the prelate, went on the air with broadcast which, WCPO reported, brought numerous requests for transcripts from both clergy and laymen. Informed of the archbishop's death less than hour after it happened, Mr. Otto, having written brief biography of prelate earlier this year, went to WCPO studios, edited script down to 10 minutes and did broadcast carried on WCPO-AM-FM-TV. Station recorded broadcast so that prints could be obtained by churchmen wanting them.

"Maid of Cotton"

"Maid of Cotton" for 1950, Miss Elizabeth McGee of Spartanburg, S. C., starred in her first TV fashion show fortnight ago over WFMY-TV Greensboro, N. C., Show, reported by station to have been viewed by thousands of shoppers in local stores, was tied in with city-wide cotton sales promotion. Miss McGee, 19-year-old brunette who won "Maid of Cotton" title last January from 400 other contenders, appeared on show telecast from WFMY-TV studios as official goodwill and fashion ambassador for the American cotton industry.

Trans-Atlantic Show

YOUNG PEOPLE of England and the U. S. discussed socialized medicine on trans-Atlantic broadcast of *Junior Town Meeting*, educational show aired by WWVA Wheeling, W. Va., which was beamed to BBC. Two students from each nation argued question, with one representative of each country taking the affirmative, the other, negative. Five additional students from each country formed question panel and quizzed principal speakers during last half of show. Program was aired April 30, 1:30 p.m.

Talent Search

CITY-wide search for television talent being conducted in Chicago by Admiral Corp., Balaban & Katz theatres and B & K's WBKB (TV) Chicago. Search begins today (Monday) and will be made up of daily auditions in B & K theatres, after applicants have secured entry blanks from Admiral dealers. Audition winners appear four nights weekly at theatres and from them eight persons will be chosen by audiences each week to appear on Admiral's half-hour TV variety show, Wednesday, 8:30 p.m. Telecasts are scheduled for 13 weeks, beginning May 17. Twelve weekly winners will compete for one-week Chicago theatre contract on final show.

FIRST of series of scholarships on *Leaders of Tomorrow* show on WWJ Detroit, awarded to Nafe Katter, U. of Michigan student.

23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

KSET KWRZ

FCC Sets Hearing Dates

ISSUES and dates for license renewal proceedings involving KWRZ Flagstaff, Ariz., and KSET El Paso, Tex., have been announced by FCC. The hearings respectively are to commence May 15 in Washington and May 17 in El Paso.

In the KWRZ case, upon request of the station, FCC set aside its earlier order forfeiting the station's license [BROADCASTING, Dec. 12, 1949], and designated the renewal bid for consolidated hearing with the application of Flagstaff Broadcasting Co. for a new station there on KWRZ's assignment, 250 w fulltime on 1340 kc.

The Commission's hearing on the KSET renewal includes inquiry regarding a pending bid to assign the station's license to Rio Grande Broadcasting Co. FCC indicated it wishes to determine whether any unauthorized transfer of KSET has taken place. KSET is assigned 250 w on 1340 kc, fulltime.

Among issues in the KWRZ case, FCC reported the following:

To determine the legal, technical, financial and other qualifications of Grand Canyon Bcstg Co. (KWRZ) to continue to operate station KWRZ and more particularly to obtain full information relating to: (a) the circumstances leading up to and surrounding the cessation of operation of KWRZ on Sept. 30, 1949; (b) the contract, dated Jan. 14, 1949, entered into between the licensee of KWRZ and Selwyn Kirby and Agnes McGillvra by virtue of which the licensee agreed to sell their interest in KWRZ and by virtue of which the buyers would take over as managers and receive profits and losses subsequent to Feb. 1, 1949; (c) the operation of station KWRZ subsequent to February 1, 1949 by Selwyn Kirby and Agnes McGillvra; . . . (g) the plans of Grand Canyon Bcstg. Co. as to the resumption of broadcasting over KWRZ; (h) the circumstances leading up to the bankruptcy of James L. Stapleton on October 1, 1949 and the resultant effect of such bankruptcy on the future operation of station KWRZ.

To determine whether the license for KWRZ, or the rights and responsibilities incident thereto, have been transferred, assigned or disposed of, directly or indirectly, without the consent of the Commission and in violation of Sect. 310(b) of the Act.

To determine whether KWRZ has been operated by persons to whom no license has been issued by this Commission in violation of Sect. 301 of the Act.

Issues in the KSET case included among others:

To determine the legal, technical, financial and other qualifications of the applicant, Sunland Bcstg. Co. (KSET), to continue to operate KSET and more particularly to obtain full information relating to: (a) The circumstances leading up to and surrounding the cessation of operations of KSET on July 31, 1949; (b) The method or methods of financing of the operation of KSET from July 31, 1949, to date and the source or sources of such financing; (c) Two certain contracts, date Oct. 14, 1949, entered into between Sunland Bcstg. Co. and one J. L. Vance, and between Sunland Bcstg. Co., J. L. Vance, and Rio Grande Bcstg. Co., by virtue of which all of the real and personal property of Sunland, including all books of account, ledgers, bankbooks, etc. and "any and all other papers, documents or writings pertaining in any way to the property assigned" was conveyed to Vance and ultimately to Rio Grande; (d) The employment by Sunland of personnel of Rio Grande and particularly the employment of G. C. Hoffman, an officer in Rio Grande, as "operational manager of KSET", together with full information relating to the scope of authority of such employees over the operation and policies of KSET; (e) The authority and control exercised by the stockholders of Commission record of Sunland Bcstg. Co. over the policies and operation of KSET from July 31, 1949 to date.

TO reach the transmitter at WHAM Rochester, N. Y., Al Balling, transmitter supervisor; Ken Gardner, director of engineering, and Earl Zimmer, operator, make use of the boat provided by the county sheriff's office. This resulted after spring floods put the transmitter at the center of a lake a mile in diameter. Station did not go off the air, officals said.

W. S. SYMINGTON

Begins Post at NSRB

W. STUART SYMINGTON, former Secretary of the Air Force, has assumed his duties as chairman of the National Security Resources Board, charged with formulating a mobilization program for the nation's resources in the event of emergency. He was sworn in April 26. Presidential Assistant John R. Steelman, had been acting board chairman.

The new NSRB head will be responsible for distribution of potential resources for military and civilian requirements, policy guidance on the stockpiling program including vital radio-TV equipment, civil defense planning and preparedness measures. The board has assigned specific projects to a number of government agencies, including the Munitions Board in charge of procurement of equipment.

Technical

EDWARD E. BENHAM, with station for past 15 months, named assistant chief engineer of KTTV (TV) Los Angeles.

RENE FRENETTE appointed chief operator of Quebec area of Canadian Broadcasting Corp., with headquarters at CBV Quebec. He formerly was with transmission and development section of engineering division of CBC at Montreal.

KARL MESSERSCHMIDT joins TV engineering staff at NBC Chicago.

NICK M. SANCHEZ Jr., engineer at KONO San Antonio, Tex., is the father of a girl, Beverly Jean.

SETCHELL-CARLSON Inc., New Brighton, Minn., producing "unit-ized" television sets, featuring entire chassis organized into eight plug-in units, each performing separate and distinct function, yet synchronized in operation of set.

SHALLCROSS MFG Co., Collingdale, Pa., announces availability of laboratory-type capacitor analyzer meeting need for highly acurate, wide-range, direct-reading measuring instrument capable of determining essential characteristics of capacitors.

W. J. WILLIAMS

Radio-TV Pioneer Dies

WYNANT J. WILLIAMS, 66, pioneer in radio and television, died of a heart attack May 1 while in conference at Rensselaer Polytechnic Institute. Prof. Williams was head of the department of electrical engineering at RPI and also general manager of the school's WHAZ Troy, N. Y. In addition, he served as technical advisor for WTIC-AM-FM Hartford.

An associate of the American Radio Relay League and Croft Lab at Harvard U., Prof. Williams had been active in the supervision of the development at RPI of an all-electronic color TV system which would permit TV sets to receive color transmission. Surviving are his wife; a daughter, Ruth L. Williams of Albany, and a son, Wynant J. Williams Jr. of Hartford.

20 Elected To AP

TWENTY radio stations were elected to AP membership April 27 at a meeting of the AP board of directors. New station members: KUOA Siloam Springs, Ark.; KTHS Hot Springs, Ark.; WLOI La Porte, Ind.; KARE Atchison, Kan.; WFBR Baltimore; WLEW Bad Axe, Mich.; KPBM Carlsbad, N. M.; WWSC Glens Falls, N. Y.; WFTC Kinston, N. C.; WBEX Chillicothe, O.; WERE Cleveland; WICU (TV) Erie; KVMC Colorado City, Tex.; KGNB New Braunfels, Tex.; WRAD Radford, Va.; WCOM Parkersburg, W. Va.; WWGP Sanford, N. C.; WLOH Princeton, W. Va.; KGON Oregon City, Ore.

"A veritable encyclopedia of survey, polling and sampling techniques"
—ADVERTISING AGE

SURVEYS, POLLS & SAMPLES

By MILDRED B. PARTEN, Research Associate, Dept. of Psychology, Univ. of Rochester

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Elmo Roper says: "I want to commend a judicial and disciplined evaluation of the field in which we work."
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WDRC

CONNECTICUT'S PIONEER BROADCASTER

NEW MARKET STUDY NOW READY

Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

Allied Arts

JOHN WASHBURNE joins Jay & Graham Research, which publishes Videodex, as director of press relations.

ADVERTEST RESEARCH, New Brunswick, N. J., releases copies of new rate structure on two subscription services published by firm. Rates were made available to subscribers during March 1950.

GUS HAGENAH elected vice president of Standard Radio, Chicago transcription service. He has been with firm as Midwest sales representative since 1944. He was SESAC station relations representative from 1947 until 1944.

Mr. Hagenah

KYW Philadelphia and **WOW Omaha** contract with Feature Radio Inc., Chicago for *Feature Foods*, women's participation program. Show, merchandising program at WLS Chicago for 15 years, starts on KYW this week and on WOW Sept. 1. Plan includes local distribution checks by staff members, promotions with key stores, introduction of new products and client service. KYW sells participations for $75 each with minimum of two weekly for 13 weeks. WOW will sell participations for $46.75 each, on same terms. Only non-competing accounts are accepted, according to **Lyman L. Weld**, president of Feature Radio.

BERT SOMSON appointed distributor for Charles Michelson Inc. program transcriptions for Illinois, Missouri, Arkansas and Tennessee, headquartering in St. Louis.

A. MAXWELL HAGE, creator of *The Better Way*, script series on free enterprise anti-Communist themes, adds 40 new subscribers, bringing total to 110 stations carrying series.

BROADCAST MUSIC Inc., New York, publishes "Lingo of Tin-Pan Alley," 22-page booklet on language and slang of song publishing by **ARNOLD SHAW,** vice president and general professional manager of Duchess Music Corp., affiliate of BMI.

BEN MILLER appointed associate editor of *Television Digest*. He previously was with NAB as assistant director of program department, and before that was program director of WGAC Augusta, Ga., WPID Petersburg, Va., and on the staff of *We The People* with Young & Rubicam, New York.

WORLD VIDEO Inc., New York package producer, announces completion of 12 summer programs, running from drama to children's shows.

HAL LEYSHON & Assoc. Inc., public relations, moves principal executive offices to 292 Madison Ave., New York 17. Telephone is Murray Hill 5-0744.

EXTENSION of its radio audience rating service to start with June reports, announced by **ELLIOTT-HAYNES Ltd.,** Toronto. Expanded service will include rural audience ratings by station and time segment, multiple set listening as index of total audience within home, auto radio listening, out-of-home listening in restaurants, stores, etc., and semi-annual measurement on correlation of program listening to use of advertised products as basis of measuring program's selling effectiveness.

WNBQ (TV), NBC M & O station in Chicago, has subscribed to video rating service of American Research Bureau.

Equipment

CAPT. DAVID R. HULL, USN retired, former assistant technical director of Int'l Telephone and Telegraph Corp., effective May 15 will join Raytheon Mfg. Co., Waltham, Mass., as assistant to **Wallace L. Gifford,** vice president in charge of Equipment Divisions. Before joining IT&T, Capt. Hull was executive vice president and director of Capehart-Farnsworth Corp., and prior to that vice president and director of Federal Telecommunication Laboratories. During World War II, he served as assistant chief of Naval Bureau for Electronics.

Capt. Hull

BOB CHESIRE, formerly with Commercial Distributors, handling TV sales, named assistant eastern regional sales manager of receiver sales division of Allen B. DuMont Labs. He will assist **H. James Tait** in territory.

WILLIAM W. STIFLER Jr. joins application engineering staff of Sprague Electric Co., North Adams, Mass. He formerly was connected in executive capacity with Engineering Research Assoc., Arlington, Va.

LEWIS RUSSEL joins Mitchell Mfg. Co., Chicago, as advertising and sales promotion manager of four divisions, including radio and television sections. He is former advertising manager of Culligan Zeolite, Northfield, Ill.

JAMES F. McLAUGHLIN appointed sales manager for All-State Distributors Inc., Newark, N. J., wholesale distributor of Hallicrafter's television and Webster-Chicago recording equipment. He is former branch manager for Zenith Radio Corp.

GEORGE J. SCHULTZ Inc., Norfolk, Va., named by Tele King Television, New York, as distributor for its receivers in Virginia and eastern North Carolina. **BEN A. ARON,** formerly with Storecast Corp. and promotion manager of WNOR Norfolk, Va., named advertising manager for Schultz and Tele King in that area.

CLARENCE S. TAY, former general manager of Admiral Corp.'s is four distributing divisions, named president and board chairman of divisions. **LYNN C. PARK,** treasurer, elected a director and secretary-treasurer of branches and **GEORGE DRISCOLL** secretary, named assistant secretary of three branches and a director of New York division.

ROBERT A. GROSS, previously assistant to president of Gross Distributors Inc., radio distributor, appointed executive vice president of firm.

ROGERS MAJESTIC Ltd. and **ROGERS ELECTRONIC TUBES Ltd.,** Toronto, Ont., establishes three new companies: Manufacturing division becomes Canadian Radio Mfg. Corp. Ltd.; consumers' goods division becomes Rogers Majestic Radio Corp. Ltd., and communications division becomes Rogers Majestic Electronics Ltd.

COMMERCIAL RADIO-SOUND Corp., New York, changes phone number to Plaza 9-5100.

MAGNECORD Inc., Chicago, announces new PT 7-CC console model tape recorder for broadcasting industry. Console is priced at $950, firm reports. Magnecord also develops new three head professional tape recorder permitting monitoring of tape during recording process. Unit, PT 63-A, offers separate heads to erase, record and simultaneously playback.

SESAC LIBRARY

Transcriptions Increased

INCREASE of SESAC Inc.'s Transcribed Library Service so that subscribers will now receive at least 3,700 selections, has been announced by the firm. Simultaneously, it also was announced that SESAC plans to assure broadcasters more material specifically aimed at public interest by continuing development of special non-sectarian scripts for presentation of religious musical programs.

SESAC said the success of its transcribed program service is due to the new script service with special emphasis on children's shows of the "non-bloodcurdling" type. The firm points out that there are no shootings, hangings or murders in the SESAC kiddie shows.

CJCJ Calgary has changed call letters to CKXL.

for details
state-county-city data use
SRDS Consumer Markets

The "Consumer Markets" Section of STANDARD RATE & DATA SERVICE reports comprehensive market data from the most reliable sources for every state, every county, and every city of 5,000 and over.

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DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE

ATTENDING WJR Detroit-CBS contract negotiation session in Detroit were: G. F. (Fritz) Leydorf, WJR vice president in charge of engineering; William G. Siebert, WJR director and secretary-treasurer; Harry Wismer, WJR general manager and assistant to the president; H. V. Akerberg, CBS vice president in charge of station relations; G. A. Richards, chairman of the board, WJR WGAR Cleveland and KMPC Los Angeles; Joseph H. Ream, CBS executive vice president; John Patt, WGAR director and general manager; Worth Kramer, assistant general manager of WJR; James H. Quello, promotion-publicity director of WJR.

WJR WGAR SIGN

Renew CBS Affiliations

NEW two-year contract between WJR Detroit and CBS, to run from Sept. 30, 1950, to Sept. 30, 1952, was announced last week by G. A. Richards, chairman of the board of WJR, WGAR Cleveland and KMPC Los Angeles.

It also was announced that WGAR has renewed affiliation with CBS for an additional two year period beginning Oct. 1.

Representing the network at negotiations conducted in the WJR executive offices were Joseph H. Ream, CBS vice president, and H. V. Akerberg, CBS vice president in charge of station relations. Harry Wismer, WJR general manager, and assistant to Mr. Richards, and William G. Siebert, WJR director and secretary-treasurer, represented the Goodwill Station along with the board chairman, it was announced.

WJR has been a CBS affiliate since September 1935, corresponding at that time with the outlet's increase in power to 50 kw on clear channel. WGAR, also 50 kw, has been a CBS affiliate since 1937.

McMAHON NAMED

Heads Senate 'Voice' Group

SEN. BRIEN McMAHON (D-Conn.) has been named to head a special Public Affairs Subcommittee of the Senate Foreign Relations Committee set up to consult with State Dept. on Voice of America and other international information programs.

Other members of the group, one of eight created to confer with the State Dept. on various policy matters, include Sen. William J. Fulbright (D-Ark.) and Sen. H. Alexander Smith (R-N. J.). Names of the subcommittees correspond roughly to structure of State Dept.

The special group will be available for consultation with Edward Barrett, Assistant Secretary of State for Public Affairs, who supervises Voice and other activities, but is not primarily designed to handle legislative matters, it was emphasized. No regular schedule of meetings has been set, but committee members expressed hope they would take place "at least once a month" to enable them to keep "currently informed" on State Dept. activities.

STRIKE NOW A LUXURY

Should Never Occur, Hayes Tells AFRA Meet

EFFICACY of the strike threat in union contract negotiations is almost gone in broadcasting, John S. Hayes, WTOP Washington vice president and general manager, told a meeting of the AFRA Washington local.

Having been on both sides in contract negotiations, Mr. Hayes said, he was convinced a strike should never occur. It is almost equally difficult for the union or for management to face a strike with equanimity, he explained. Salary scales, in general, have been pushed to a level so high that the organized employe in broadcasting can probably no longer afford the luxury of a strike, he suggested.

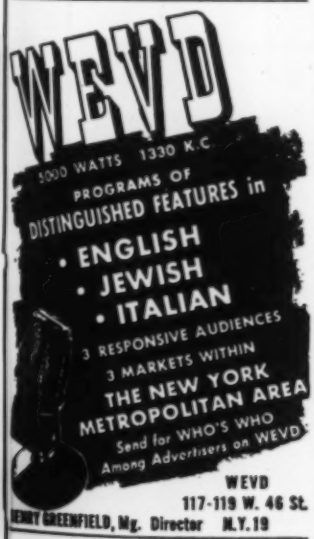
Nor can management face the prospect of a strike without apprehension, Mr. Hayes said, with risk of error by inexperienced replacements a frightening element.

Mr. Hayes explained that in most large stations the manager is an employe of an absentee ownership, a situation fraught with many problems. He said union negotiators occasionally are prone to overlook the fact that a manager "is not dedicated solely to the principle of holding the line but that he may well be attempting to work out some form of compromise which will meet the union's request, the requirements of his own board of directors, and still fall within the realm of what is possible to accomplish."

In viewing the union situation Mr. Hayes said, "I get a little weary sometimes listening to some of my colleagues who persist in thinking of trade unions as organizations which devote themselves to the harassment of management and the potential bankruptcy of the industry. I get a little weary also of listening to friends within the broadcasting union movement who persist in thinking of management as a group of men who have dedicated themselves to the unhappiness and enslavement of their employes.

"It so happens that both of these groups are wrong. Both management and labor have a great stake in this industry of ours. Neither of us can prosper, and certainly the industry cannot prosper, unless both management and labor look upon their respective efforts as a joint endeavor."

Many of the union complaints against management, Mr. Hayes said, arise from actions of supervisory personnel and may not be known to management. He declared negotiations "really go on for 365 days a year."



The Newsweekly of Radio and Television

In the past decade, some 20 radio readership surveys have been conducted, not by BROADCASTING, but by stations, agencies, representatives, etc. Twenty surveys—one answer. BROADCASTING first.

WCAU SALES

Appoint deRussy, McGredy

FURTHER revamp of WCAU Philadelphia's sales force was announced last week by Donald W. Thornburgh, president of WCAU Inc. John S. (Jack) deRussy, former manager, NBC National Spot Sales, becomes general sales director, and Robert M. McGredy, formerly assistant director of Broadcast Advertising Bureau, is new sales manager of WCAU-AM-FM-TV.

The appointments follow the resignation last Monday of Alex Rosenman as sales vice president for the stations [see story TELECASTING 7]. James F. Coyle, veteran member of the stations' sales staff, was named April 19 to a newly created sales post at WCAU [BROADCASTING, April 24].

According to Mr. Thornburgh, the new appointments were made in line with a new sales structure being formulated at WCAU, that of maintaining two separate sales staffs—one handling AM, the other TV—which will work in close cooperation. Under supervision of Messrs. deRussy and McGredy, Mr. Thornburgh said, WCAU will follow a two-fold sales policy: Build up a locally-sponsored daytime schedule, and establish WCAU-TV as a testing ground for potential network TV sponsors.

Mr. deRussy is a veteran of 13 years radio and newspaper sales in Philadelphia. He has been sales manager of KYW-NBC Philadelphia and had been a staff member of Philadelphia's major daily newspapers. Joining NBC National Spot Sales in 1944, Mr. deRussy became manager three years later.

Mr. deRussy

Mr. McGredy

A 15-year veteran of radio-newspaper-agency advertising fields, Mr. McGredy, who began his WCAU duties effective May 1, was formerly sales manager of WTOP-CBS Washington. He resigned as sales manager of WPAT Paterson, N. J. to join BAB last August.

MAJOR LEAGUE BASEBALL

Rings the Bell for

LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System . . . and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM

Dallas, Texas

RICHFIELD PLANS

Shifts 'Reporter' to NBC

RICHFIELD OIL Co., Los Angeles (petroleum products), after two years, on June 26 shifts six weekly *Richfield Reporter* from 20 ABC Pacific Coast stations to 10 NBC Pacific stations, Sun.-Fri., 10-10:15 p.m. (PDT) and seven Arizona stations, time to be designated. Agency is Hixson & Jorgensen Co., Los Angeles.

Oldest commercially sponsored newscast in the West, the program started on NBC April 6, 1931, occupying the 10 p.m. time slot until two years ago. Shift was made to ABC when California went to daylight saving time and NBC could not clear the period. With General Mills cancelling out its four weekly night newscasts on Feb. 28, and Studebacker Corp.'s twice weekly news contract expiring, time again became available on NBC with Richfield returning to the 10 p.m. spot.

'Candler Weather'

INCLEMENT weather invariably increases calls for the services of roofing firms. Instead of trying to guess the weather in advance, J. D. Candler, Detroit roofers, have left the whole weather situation up to WJBK Detroit. Using participations on the *Joe & Ralph* morning show, the roofing firm has instructed the pair to use the Candler commercial every single day the weather is bad. All they have to do, according to WJBK, is look out the studio window at 7 a.m., and if they see rain or snow, the schedule is on. This has led Joe and Ralph to refer to all bad weather as "Candler weather."

WASH. STATE MEET

Sports Issue Considered

RESOLUTION, asking the state superintendent of public instruction and/or the courts to decide that "the State High School Athletic Assn. has no authority to sell school contest broadcasting rights," was voted by the Washington State Assn. of Broadcasters' annual spring meeting at Wenatchee April 29.

WSAB also elected the following slate of officers: President, Fred Chitty, KVAN Vancouver; vice president, Rogan Jones, KVOS Bellingham; secretary-treasurer, Jerry Geehan, KMO Tacoma; directors, Bill Taft, KRKO Everett, and Don Wike, KUJ Walla Walla.

The sports resolution recognized that "irrespective of the outcome of any case in the courts of the state, we should decide upon legislative action in the 1951 session of the legislature."

In a second resolution, WSAB commended the Washington State Advertising Commission for the "fine maner in which it is bringing national attention to the natural, scenic and man-made wonders of Washington through a well planned, concerted year around advertising program." This resolution also recognized the work of Loren Stone, manager of KIRO Seattle and member of the advertising commission representing the state's broadcasting industry.

Outgoing Officers

Outgoing officers of WSAB are: President, R. O. Dunning, KHQ Spokane; vice president, James Wallace, KPQ Wenatchee; secretary-treasurer, Tom Olsen, KGY Olympia; directors, O. W. Fisher, KOMO Seattle, and H. J. Quillian, KTBI Tacoma.

Those reported attending were:

H. J. Quilliam, KTBI Tacoma; Ed Craney, KXLY Spokane; R. O. Dunning, KHQ Spokane; Don Seeley, KWIE Kennewick; Loren Stone, KIRO Seattle; Harry Spence, KXRO Aberdeen; James McLaughlin, John Keating Co., Seattle; Mark Knight, AP, Seattle; Done Wike and H. E. Studebaker, KUJ Walla Walla; Bill Taft, KRKO Everett; Pat O'Halloran, KPQ Wenatchee; Allen Miller, KWSC Pullman; Carl Downing, Radio News Bureau, Olympia; Cole E. Wylie, KREM Spokane and KREW Sunnyside; Burt Harrison and Peter Barr, KWSC Pullman; James W. Wallace, KPQ Wenatchee; Rogan Jones, KVOS Bellingham; Dean Nichols, KOMW Omak; Mortimer Clements, KGIB Bremerton; Joe Chytil, KELA Centralia-Chehalis; Leo Beckley, KBRC Mont Vernon; Bruce Bartley, KBRO Bremerton; Robert W. McCaw, KYAK Yakima, KXRN Renton and KALE Richland; Dave O'Neil, Pacific Telephone & Telegraph Co., Seattle; Mrs. Jack Rogers, KBRO Bremerton; Joe Ward, Associated Radio Broadcasters, Seattle.

Canadian Meet

WITH the Royal Commission hearings out of the way, the directors of the Canadian Assn. of Broadcasters has called its next meeting for late this summer, Aug. 30-Sept. 2, at Jasper Park Lodge, Jasper, Alta. The Western Assn. of Broadcasters will hold its meeting there at the same time.

MAIL CRACKDOWN

On Chicago Giveaway Firm

THE POST OFFICE Dept. has issued a fraud order against the National Radio Program Agency, Chicago, which has offered for several months to put persons from all over the country on national giveaway shows in Chicago for a $2 entrance fee in a competition asking for a 25-word contest letter [BROADCASTING, April 10]. The Post Office has ordered all mail sent to the firm at 82 W. Washington St., Chicago, to be returned to the sender, according to a report made by the Chicago Better Business Bureau. In addition, no money orders or postal notes payable to the firm will be paid.

Activities of the agency and Robert A. Starnes first were reported to Bureau members by the BBB April 10 following numerous complaints from private persons as well as broadcasters. The National Radio Program Agency, in direct-mail solicitation, asked persons whether they would like a free trip to Chicago, with expenses paid, to appear on a giveaway show. No sponsor, station, product or network was mentioned in the mailing piece. More than $4,000 is reported to have been collected in this way.

When It's BMI *It's Yours*

Another BMI "Pin Up" Hit—Published by Forrest

SUGARFOOT RAG

On Records: Red Foley — Dec. 46205; Hank Garland—Dec. 46204; Bill Darnel—Coral 60147; Roy Stevens—Lon. 650; Art Lund—MGM 10648; Freddy Mitchell—Derby 738.

On Transcription: Jerry Gray—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE

NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

CBS AFFILIATES

Meet Set for May 10-11

THE COLUMBIA Affiliates Advisory Board's 1950 sessions will be held at CBS headquarters in New York and at the Ritz-Carlton Hotel on Wednesday and Thursday, May 10 and 11. Meetings will be attended by CAAB members representing 178 independently-owned affiliates and CBS key executives.

A private session of the board will be held on Tuesday, May 9, to elect a chairman and secretary for the coming year and to prepare an agenda for the meetings with CBS executives.

Members of the board are:

I. R. Lounsberry, WGR Buffalo, chairman, representing District 2; E. E. Hill, WTAG Worcester, Mass., secretary, District 1; C. T. Lucy, WRVA Richmond, Va., District 3; Glenn Marshall Jr., WMBR Jacksonville, Fla., District 4; Howard Sumerville, WWL New Orleans, District 5; Richard Borel, WBNS Columbus, Ohio, District 6; William Quarton, WMT Cedar Rapids, Iowa, District 7; Clyde Rembert, KRLD Dallas, Tex., District 8; and Clyde Coombs, KROY Sacramento, Calif., District 9.

CBS executives who are to attend the CAAB meetings include:

Frank Stanton, president; Joseph H. Ream, executive vice president; Adrian Murphy, vice president and general executive; Lawrence Lowman, vice president and general executive; Herbert V. Akerberg, vice president in charge of station relations; William C. Gittinger, vice president and assistant to the president; Hubbell Robinson Jr., vice president in charge of network programs; J. L. Van Volkenburg, vice president in charge of network sales; William B. Lodge, vice president in charge of general engineering; Earl Gammons, vice president in charge of Washington office; J. Kelly Smith, vice president and director of station administration; Louis Hausman, director of advertising and sales promotion; William A. Schudt Jr., director of station relations, and E. E. Hall, Eastern Division manager, station relations.

RCA issues new edition of its question-and-answer handbook, *RCA—What It Is—What It Does*, which, with simple text and many illustrations, describes history of corporation and activities of its various divisions, including radio and television broadcast services of NBC.

1872 George Coffin Johnston 1950

COL. GEORGE COFFIN JOHNSTON, 78, pioneer broadcaster and for over two decades chief owner of WDBO Orlando, Fla., died of a heart attack April 29 in Crescent City, Calif. He was on a 20,000-mile auto tour of the U.S.

Col. Johnston

Distinguished in three other fields before entering radio — medicine, teaching and Army service — Col. Johnston was noted also for his civic interest in Orlando. He was president and owner of 390 shares of the total 750 shares common stock in Orlando Broadcasting Co., licensee of WDBO-AM-FM. A CBS outlet, WDBO is assigned 5 kw on 580 kc, directional night.

Col. Johnston was born April 4, 1872, in Lisbon, Ohio, the son of Rev. George N. Johnston and Emma Coffin Johnston. For two years he attended Washington & Jefferson College and then went to Western U. at Pittsburgh. In 1895 he graduated from the Western Pennsylvania Medical College and practiced medicine for 25 years in Pittsburgh.

It was here he took an early interest in roentgenology, the science of X-rays. In 1909 he was named first president of the American Roentgen Ray Society and was first professor of roentgenology in the U. of Pittsburgh. He also was on the staff of seven hospitals in that city.

During World War I he was commissioned a major and conducted a school to train physicians in the war usage of X-rays. Later he was named Surgeon General in charge of all medical field equipment used by the American Expeditionary Forces in France.

Following World War I he went to Orlando for reasons of health and subsequently became interested in radio, purchasing WDBO from Rollins College in the mid-'20s. He was active in its operation throughout the years.

Associated with Col. Johnston in the station have been Bill McBride, director of national sales, who joined WDBO in 1930 as announcer; James Yarbrough, chief engineer since 1926; Jack Pedrick, local sales manager, with the station since 1935, and Harold Danforth, vice president, who was with WDBO under its Rollins College ownership. All are minor stockholders.

Col. Johnston was ordered to active duty in World War II but age and physical condition precluded his serving again. He was placed on the honorary retired list in 1947 with rank of colonel.

Disposition of Col. Johnston's estate had not been announced late last week.

A widower, his wife was the former Ida B. Davis of Pittsburgh, who died in 1945. A daughter, Dorothy, also is deceased. Col. Johnston is survived by a brother and two sisters.

MISSOURI AWARDS

Cite Sulzberger, Hobby

ARTHUR HAYS SULZBERGER, publisher of *The New York Times* and president of Interstate Broadcasting Co. (WQXR-AM-FM New York), and Mrs. Oveta Culp Hobby, former head of the U. S. Women's Army Corps and executive vice president of the *Houston* (Tex.) *Post* (KPRC-AM-FM Houston), were among four American journalists to receive Missouri Honor Awards for Distinguished Service in Journalism at the U. of Missouri's 41st Journalism Week sessions last week.

The citations were presented by Dean Frank Luther Mott of Missouri's School of Journalism. He also presented awards to Joe Alex Morris, graduate of the school and magazine editor; James Todd, Moberly, Mo., publisher, and to the St. Louis *Star Times* (KXOK St. Louis), one of two newspapers to be cited. The other was a Dutch paper.

Ziv Sales Additions

THREE additions to the sales force of the Frederic W. Ziv Co., New York, producers of transcribed radio programs, were announced last week. Henry Z. Unger, radio sales veteran, has been assigned to the company's North Central Division, with headquarters in Youngstown, Ohio. Arnold Nygren, formerly with Transit Radio, has been named to the company's Eastern Division, with base of operation in Boston. Norman Land, who will headquarter in New York, has been assigned to the eastern half of Pennsylvania.

WPAT APPOINTS

Carlin, Schofield Named

Mr. Carlin

Mr. Schofield

PHILLIPS CARLIN, former MBS vice president in charge of programs, and now an independent consultant, has been retained by WPAT Paterson, N. J., as program consultant.

Station also has announced the appointment of Arthur C. Schofield as publicity and promotion director. Mr. Schofield formerly was advertising and promotion director of the DuMont Television Network.

Elaine Starr, former publicity director of the station, has been transferred to the sales department as an account executive.

Mr. Carlin resigned from Mutual last year. Before joining MBS he was vice president in charge of programming of ABC and before that program manager of NBC.

Mr. Schofield, before joining DuMont, had served as promotion director of KYW and WFIL, both Philadelphia.

RADIO listening in five-county Metropolitan Boston area is up 19.8% since advent of television, according to figures based on The Pulse Inc. report.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Available!

Play-by-Play MAJOR LEAGUE BASEBALL

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available!

Here's a "red-hot" natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMBC-KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

KFRM
for Rural Kansas
Programmed by KMBC From Kansas City

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager, fulltime midwest, non-network. Must have managerial experience. Box 85F, BROADCASTING.

Manager wanted. Capable manager for FM station. Expanding into transit-casting and functional music. Large eastern city. Must be aggressive, experienced and have ability to produce. Only qualified persons need apply. References required. Box 93F, BROADCASTING.

Manager, salesmanger or topflight salesman for independent in metropolitan market with pay for results. Modest draw at start but no limit to percentage take. Station stock participation possible. C.P.A. Room 33, Montgomery Trust Arcade, Norristown, Pennsylvania.

Manager. Downstate Illinois AM-FM very favorable single station market of over 100,000. Complete details first letter including required draw on earnings participation basis. Interview in Chicago can be arranged. Write to G. Sherman, Room 221, 333 N. Michigan Ave., Chicago.

Salesmen

Time salesmen—two. We operate three stations in upper Michigan and northern Wisconsin. Single station markets, no outside competition. All stations network. Trade very radio minded. Living costs extremely low in America's vacation land. Liberal drawing account and commission that won't be cut. Company in business 20 years. Beautiful opportunity to make money. Not interested in floaters. Send all information first letter. Box 963E, BROADCASTING.

Wanted—Salesman for 250 watt network affiliate, middle Atlantic states. Rush references and full information. Box 3F, BROADCASTING.

Wanted—Experienced, aggressive salesman for 1000 watt fulltime independent New York state station. Draw against commission. Box 10F, BROADCASTING.

Independent station along Atlantic Coast has opening for salesman. Thousand watts—strong on local programming. Part of our territory still unopened. Salary and commission. Box 17F, BROADCASTING.

Help Wanted: Salesman, high caliber man who will enjoy working and living in southern city of 40,000. Car necessary. Box 43F, BROADCASTING.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

Salesman: If you are an experienced salesman, willing to work hard with Connecticut network station we have an excellent opportunity for you including advancement. Write immediately giving qualifications, background, availability and financial arrangements required. Box 15F, BROADCASTING.

Announcers

All-round announcers. Live wire, 1 kw independent in major midwestern locality has opening for two announcers capable of handling disc, adlib, man-on-the-street and sports shows. Should be able to handle own board. Liberal base pay plus talent. Real opportunity for top quality man. Send full details, disc, salary expected, photo. Box 32F, BROADCASTING.

Two good combination men. Send qualifications to KNPT, Box 276, Newport, Oregon.

Announcer, only experienced need apply. Disc, photo, tell all first letter. KSCB, Liberal, Kansas.

Help Wanted (Cont'd)

Wanted—Experienced announcer with first class license for combination position. Starting salary $60.00 week. Ed Anderson, Station WBBO, Forest City, N. C.

Hammond organist—announcer, immediately. Security, future. Start $50 plus talent. Send disc, photo, resume Air Mail. WCBA, Corning, N. Y.

Combination. Experienced only. Accent voice. Copy writing knowledge helpful. Phone number with reply. WCVA, Culpeper, Virginia.

Immediate need combination experienced, capable sports writer and sportscaster. Must be tops in sports coverage and air work, familiar with minor and major sports events. Wire collect Radio Station WERC, Erie, Pa.

Announcer-engineer by 1000 watt NBC station in heart of citrus belt of Florida. Short hours. Good working conditions. Must be experienced. Give complete information and audition disc. William P. Lee, WLAK, Lakeland, Florida.

Have immediate opening for first class combo man—announcer-engineer. Top salary paid if you are the one. Apply to Gene Tibbett, Manager, WLOX, Biloxi, Miss.

Combination announcer-engineer, first class ticket, Virginia daytime independent, rich fishing, swimming, resort area of state. Need good morning man. Living accommodations available. $240.00 per month start. WNNT, Warsaw, Virginia.

Technical

Combination men: First class license, must be experienced announcer, good ad-lib. Salary $55.00 for 40 hours. Box 81F, BROADCASTING.

Chief engineer, 5 kw midwest Mutual, fully experienced. Box 21F, BROADCASTING.

Chief engineer, 250 watt Rocky Mt. net affiliate. Position open near future. Send disc and photo. Write Box 35F, BROADCASTING.

AM-FM independent near Chicago needs summer replacement engineer after July 1. Personal interview required. Box 47F, BROADCASTING.

Chief engineer: construction experience, directional array, excellent opportunity to build up a station. Send full qualifications, photo, and expectant salary. Car necessary. Box 80F, BROADCASTING.

Production-Programming, others

Combination man, Wyoming station. Good voice essential. Send disc and photo. Write Box 34F, BROADCASTING.

Women's director for 30-minute daily participating show, capable of servicing her sponsors, writing new copy daily and doubling in station continuity department. Southern market of 200,000, network station seeks proficient and permanent employee. Box 60F, BROADCASTING.

Experienced play-by-play sports program director with license. Need ambitious, cooperative young man immediately. Salary open. Send tape, disc, details to KAYS, Hays, Kansas.

Television

Salesman

Television opportunity: WFMY-TV is only 7 months old and is growing. We need another good salesman now. This man must have had at least 3 years or more of solid radio selling experience. Prefer a young, aggressive man with good personality and what it takes to grow with accounts. No high pressure, no floaters. WFMY-TV, owned by the Greensboro Daily News, is in the No. 1 market of the No. 1 state in the south. Excellent living and working conditions. Schools, churches, colleges, climate tops. A comparatively small TV operation so you'll have a chance to learn all phases. Maybe you already sell TV and want to locate in this fast-growing section of the south. Send full particulars about yourself (photo preferred) right away. We will make a decision soon as we find the right man. Salary and commission: write Commercial Manager, WFMY-TV, Greensboro, North Carolina.

Help Wanted (Cont'd)

Situations Wanted

Managerial

Manager, accent on sales. Young, aggressive. 12 years grass-root experience in all phases of radio. Record of successful operation. College graduate. Box 814E, BROADCASTING.

Sales manager—who in twenty years has personally sold millions of dollars in local time seeks job as commercial manager of substantial station or manager of a smaller station. 1½ years of television. 45 years old, married and have two children. Complete references. Box 953E, BROADCASTING.

Eight years of radio including commercial and station manager, owner, can mean clean, efficient operation for your station. Present situation secure. What can you offer? Box 972E, BROADCASTING.

General manager willing to invest. Formerly manager—part owner independent and network. 13 years experience at two stations. Strong on sales and economical management. Basically sound opportunity and permanence paramount. Full details exchanged. Box 56F, BROADCASTING.

Salesman with 20 years background in national, regional and local advertising wishes commercial manager's job in progressive station. Annual billing record last year in market of half million exceeded $100,000.00 on regional independent. Married. Salary important but secondary to opportunity to become permanent in community. References. Box 856E, BROADCASTING.

General manager with accent on sales desires local network or regional station connection. 19 years newspaper and radio sales and executive experience with only two employers, majority years in radio. Program, expense and public relations conscious. Offer productive management in return for equitable remuneration and pleasant relationship. South preferred. Box 57F, BROADCASTING.

This team will make you money! Father and son combination. Station and commercial manager (father) program director, news, sports, special events, topflight announcer (son). Mature and youthful enthusiasm. Smooth efficient economical operation with real showmanship and sparkling programming. Strong sales results. Long experience in network and independent radio. Promotion and publicity minded. No social butterflies—just sincere, hard-working, honest, sober and dependable men. Pleasing personalities that mix well with young and old. Desire permanent location in city of fifteen thousand or more with one (not more than two) station. Very reasonable salaries and percentage of sales. These two men can give you the station managerial, program and sales results you have wanted. Box 19F, BROADCASTING.

Administrative assistant to general manager whose other interests, the advent of TV or wish to concentrate on sales, forces him to spread himself too thin. 13 years radio experience on top of newspaper and college background. Majority of radio time spent in similar capacity. Also station management and sales experience. Have moved only once and am interested only in pleasant relationship with permanence and security. Desire personal interview at the station. Background and references will indicate a capable individual with capacity for work. Box 58F, BROADCASTING.

Commercial manager, 11 years all phases. Desirous of making long standing proposition with middlewest station. Hard worker, sober and conscientious. Good record in sales. Family man. Box 51F, BROADCASTING.

Married veteran, 27, became assistant to station manager, billings have increased sixty per cent since. I'll take part of the credit and a job in a similar capacity or as program director of a slightly larger station. Some DJ work and much copy. Box 89F, BROADCASTING.

Situations Wanted (Cont'd)

Complete staff nucleus including general manager, commercial manager, finest announcer-engineers. All personnel thoroughly experienced. Can organize or re-organize your station. Write Box 95F, BROADCASTING.

Salesmen

Sales manager-salesman, 33, married, proven record, high earnings. Also write, announce. Box 949E, BROADCASTING.

My sales have been tops and I'm happy. We can get together if your future will equal my talents. Box 973E, BROADCASTING.

Sales manager or salesman, experienced, young college grad. Can produce, write, announce. Box 996E, BROADCASTING.

Salesman top billing in highly competitive market. Proven sales results. Promotion minded. Copywriter. Interested in regional AM or TV station. Presently employed with 5 kw affiliate. Highest references. Box 18F, BROADCASTING.

Twelve years radio sales and production, want permanent sales connection with definite future. Sober, stable, family man. Hot shot selling not my line, but if you have saleable operation in potential market, we both will profit. Box 50F, BROADCASTING.

Salesman: Young, aggressive. Record of successful achievement. College graduate. TV affiliated operation preferred. Reference from present employer. Box 59F, BROADCASTING.

Salesman, limited rural area experience. Have 1st class ticket. Car, prefer east coast. Independent. Box 66F, BROADCASTING.

Announcers

Announcer, newscaster. Available now. BA Degree, single, have car. Will travel. Disc, photo on request. Box 895E, BROADCASTING.

Experienced announcer - program director major network and independents experience. Best references. Single, available immediately, anywhere in United States. Box 915E, BROADCASTING.

Looking for an experienced, hard working, dependable announcer and operator? I'm available. Single, 22, college graduate. Travel anywhere. Salary secondary. Box 921E, BROADCASTING.

Newscaster. A newspaperman with a voice. Gather, write, deliver. Best references. Disc, details upon request. Box 923E, BROADCASTING.

Announcer: Recent graduate of radio school. Can operate console, college graduate, ambitious, hard worker, need that all important first job. Will send disc and photo if interested. Box 962E, BROADCASTING.

Baseball play-by-play man. Not too late to get a warm, informal, but exciting style which brings sales to sponsor, listeners to station and fans to club. Available immediately. Thoroughly experienced all phases broadcasting. College graduate. Box 975E, BROADCASTING.

Announcer-writer. Age 22, single, college, veteran, AFRS experience disc shows, news shows, commercials. Operate console. Car. Disc, photo on request. Will accept summer replacement. Box 995E, BROADCASTING.

Experienced announcer-continuity writer. Single veteran, 24. Seven months experience including DJ, news, console operation, general staff announcing. No floater. All replys answered promptly. Available immediately anywhere. Disc, photo available. Box 997E, BROADCASTING.

Florida stations—announcer, 5 years experience, family man, college, desires permanent roost in Florida. Box 1F, BROADCASTING.

Available dependable sportscaster wants position with reliable Minn., Iowa or Wisc. station. Can make sports pay dividends with accurate play-by-play and smooth sportscasts. Four years radio experience. Sports participant, B.A., 28, married. Personal interview. Write Box 5F, BROADCASTING.

Situations Wanted (Cont'd)

Excellent newscaster and staff man, 29, married, writes and does half hour "chat type show" that carries terrific commercial appeal, friendly, mature voice, prefers New England location. Box 6F, BROADCASTING.

Chief announcer—Family man. Desires immediate opportunity. Available at once. Box 11F, BROADCASTING.

Attention Indianapolis. DePauw radio major. Soph. Wants summer job. Messenger or vacation fill-in. Head DePauw sports announcer. Looking into the future? Then hire me. Box 13F, BROADCASTING.

Hillbilly disc jockey, experienced and capable, also recording for well known record firm. Have library of my own. A great program and can sell merchandise. Can operate board! Box 14F, BROADCASTING.

Announcer professionally trained. Needs first job. 20, single. Disc, photo. Box 16F, BROADCASTING.

Announcer: family man, 27, 2 years college. Well trained for radio-television. Prefer midwest. Box 26F, BROADCASTING.

Combo man, experienced, reliable. Disc and references on request. Box 27F, BROADCASTING.

Disc jockey — intelligent, well programmed shows with a deep voice and a relaxed style. Two years experience, now working in the metropolitan New York area. Box 29F, BROADCASTING.

Announcer, young, ambitious, versatile. Desires staff position. No experience but thoroughly trained. Disc and photo available. Box 39F, BROADCASTING.

Excellent announcer. Present 50 kw. Desire change. NBC trained. 28. College. Married. Start $65 week. Box 44F, BROADCASTING.

Combination man: Chief announcer with ticket, programming, production, writer. News, specialty. Top grade work. 3 years experience. West coast only. Box 49F, BROADCASTING.

Announcer, experienced New York station (FM). 32, single, free to travel. Desires steady position. Resume and audition disc available. Box 61F, BROADCASTING.

Topflight sportscaster. Present 50 kw play-by-play, staff, sportswriting, features. 28. College. Married. Start $65 week. Box 45F, BROADCASTING.

Announcer, experienced metropolitan station. 31, married, free to travel. Desires steady position. Resume and disc available. Box 62F, BROADCASTING.

Announcer, four years experience. Can do first rate disc show, strong newscast, fast and pleasant audience participation show. Also handle board, write copy. Available June 1. Disc information on request. Box 65F, BROADCASTING.

Staff announcer. 8 years staff, all phases of radio business, incl. board, sports, music. Specialist on news. Single, will travel. Disc, references, info request. Box 69F, BROADCASTING.

Announcer, young, single. Four years N.Y. radio. All-round staffer. Intelligent news, strong on D.J., will travel. Box 71F, BROADCASTING.

Topnotch announcer, young and ambitious, wants first big break. Prefer New England. Disc available. Box 73F, BROADCASTING.

Summer replacement, announcer, 2 years fulltime staff experience, news, music, copy, board, sports. Available June through September. Highest references. Contact immediately. Box 68F, BROADCASTING.

Ambition and willingness to work are my qualifications to a decent first break. Disc available. Box 74F, BROADCASTING.

Experience means quality. For an announcer with a good bit of both. Write Box 75F, BROADCASTING.

Announcer experienced. Box 70F, BROADCASTING.

Announcer, newscaster, 29, single, vet, graduate leading radio school in New York. Six years experience sales field. Will travel anywhere for break. Disc, photo available. Box 77F, BROADCASTING.

If you need an announcer, writer with theoretical experience, write me. Box 78F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 28, married, experienced, affiliate and indie, good all-round man, including N.Y.C. staff. Handle board, travel, N.E. preferred. Disc, photo available. Box 79F, BROADCASTING.

Experienced play-by-play announcer looking. Sports and all other. Box 82F, BROADCASTING.

Not a hot shot: Just a good all-round staff man with 1½ years metropolitan staff experience; heavy on DJ. Board proficiency, BA. Box 84F, BROADCASTING.

All-round, well experienced announcer. Good selling voice. Fine personality. Best references. Console. Single. Available immediately. Will travel. Box 86F, BROADCASTING.

Announcer-engineer. Accent on announcing. Experienced. Available immediately. Will travel. Box 92F, BROADCASTING.

5 years experience. Chief announcer, management. Experienced in all type broadcasting. All offers considered. Presently employed chief announcer, 5,000 kw. Married, small child. Can really sell morning show. News, commercials, discs, constant ad-lib. Write Box 94F, BROADCASTING.

Announcer, 2½ years network, independent experience, versatile, single, 24, B.A. Degree. Dependable, responsible. Experience commercials, news, popular, classical music. Desire permanent position. Jack Erthal, 11402 Superior Avenue, Cleveland, Ohio.

Announcer-engineer, emphasis announcing. Two years experience all phases 250 independent. Some play-by-play baseball, football. Married. No children. Car. Available immediately. Lee Hughes, 5414 S. Wood St., Chicago 9, Illinois.

Young, single man desires announcer-engineering position. RCA Institute graduate. 1st class phone license, army-control tower operator (2 years). Location and salary secondary. Lee Kramer, 370 Montgomery Street, Brooklyn 25, N. Y.

California—Announcer 3 years experience. Left eastern position to settle in any section of southern California. 2 years college. 2 years specialized training. Excellent references, married, dependable, available. Dick Miller, 6306 Bluebell Ave., North Hollywood, Calif. Phone Sunset 1-9467.

Are you looking for an announcer for any type program, especially morning man? Contact Pete Stenger, 418 Winchester Ave., Martinsburg, W. Va., or call 6141. Available immediately.

Technical

Engineer—26 months experience transmitter, remotes. Graduate leading radio school. Army radar experience. Will travel. Box 819E, BROADCASTING.

Chief engineer, 17 years experience seeks change to more progressive station. Best of references. Box 924E, BROADCASTING.

First phone license. Transmitter, console, remotes. Married, car. Want to settle with northeastern station. Box 939E, BROADCASTING.

Engineer available on short notice—consider only 5-50 kw stations. Best references. Box 925E, BROADCASTING.

Chief engineer—Presently employed, in charge of engineering for two stations. Full experience all phases of broadcast engineering. Excellent references. Age 33, married, 2 children, sober, industrious. 3 years present position. Available in 30 days. Want chance with a good aggressive station. Can operate your engineering department in an efficient economical manner. Let's correspond. I'll come to you for interview if preliminary correspondence warrants. Box 990E, BROADCASTING.

Engineer now employed as assistant chief at five kilowatt regional. Experienced all phases; seeking better position. Well recommended by present employer. Box 993E, BROADCASTING.

Experienced combination man wants position with future in financially sound organization south or southwest. Plenty experience engineering and announcing. Presently employed chief engineer. Sober, dependable, hard worker. Married. Automobile. Two weeks notice. Box 7F, BROADCASTING.

Situations Wanted (Cont'd)

Experienced engineer-announcer looking for work with progressive station. Good voice, excellent timing. Commercial writing. Farm editor. Taught radio two years. References upon request. 18 months broadcasting. Box 8F, BROADCASTING.

Chief 250 net, now employed, want change to progressive organization. Experienced all phases. Married, dependable; excellent references. Consider staff of chief position. Box 28F, BROADCASTING.

Engineer, degree, licensed, 12 years experience, 8 as chief, now employed. Box 33F, BROADCASTING.

Engineer thoroughly experienced, no announcing, excellent references. Go anywhere. Box 40F, BROADCASTING.

Engineer: Experience—14 months combination. Available latter part June. Midwest desired. Box 41F, BROADCASTING.

Experienced, 1 year transmitter work, single, willing to travel; have car if needed. Box 42F, BROADCASTING.

Engineer desires permanent position with a growing station. Willing to travel. Box 46F, BROADCASTING.

Engineer, 1st phone. Veteran 27; experienced AM transmitters, remotes. Technical school graduate. AM, FM, TV. Prefer east coast, midwest. Box 48F, BROADCASTING.

Veteran, 22, single, 1st phone, 3 years broadcast experience. Theory instructor in Signal Corps. Available immediately. Will travel. Possible combination. Box 52F, BROADCASTING.

Engineer: 10 years experience. Construction, economic operation. Field strength surveys, FM background, professional recording engineer. Chief of kw past four years. Available immediately, any locale. Box 63F, BROADCASTING.

Engineer, 1st class ticket radio background, consoles, recording, time sales. Will consider summer position, northeast. Box 67F, BROADCASTING.

Recent graduate, 1st class phone (with TV training) vet, single, reliable, willing to travel. Box 76F, BROADCASTING.

Chief engineer desires settle, prefer city under 100,000, progressive station, background 18 years. College teaching. FM research, ABC Hollywood, NBC Hollywood, 50 kw, EE Degree—now in television, references. Age 34, steady, capable, married, financially independent, will consider stock. State all details first letter. Box 83F, BROADCASTING.

Engineer—licensed. Three years experience transmitter, remotes, maintenance. Have car. Any location. Box 88F, BROADCASTING.

Radio engineer, formerly chief field engineer Washington consulting firm now chief engineer California radio station desires position as chief or staff engineer where combination consulting and operating knowledge needed. Five years experience full range consulting design and field work. Ten years operating and installation experience including 50 kw power. Capable complete station layout and installation including design and construction directional equipment. Can go anywhere. Box 90F, BROADCASTING.

Transmitter engineer, 6 years experience, last two kilowatt directional. Married, have car, willing to live at job. Box 206, Mabscott, W. Va. Phone: Beckley 3539.

Young, single man desires engineering position. Two months experience, very reliable, able to go anywhere. William M. Dickinson, 515 W. 5th Ave., Mitchell, S. Dak.

Engineer-announcer. Experienced on local, running board and both logs simultaneously. Have car and am willing to move. Also do not mind present employer being contacted. Write or wire Tom Gadwa, c/o KISD, Sioux Falls, S. D.

Vet. 25. 3 years C.W. and broadcast experience. Have car. Seeking permanent position Scranton vicinity and east. Sal. Giammanco, 624 Hendrix St., Brooklyn 7, N. Y.

Engineer with first phone license, wishes position, will work anywhere. No experience. A. D. Kirschbaum, Cairo, Nebraska.

Engineer first phone, class A ham, do not drive. Single. Richard Roeder, 424 Raritan Avenue, Highland Park, N. J.

Operator, first license, five years broadcast experience, wants transmitter job. 31. Single. Available short notice. Lewis Sherlock, Box 51, Plainview, Texas.

Situations Wanted (Cont'd)

Engineer, available immediately, first phone, married, experienced AM, FM, trained in television. Studio construction. Experienced chief engineer 250. Desire permanent position. Jim Suptic, 335 Armstrong, Kansas City, Kansas.

Operator—First phone, broadcast experience during war, 24, married. North or southeast. J. M. Wall, South River, N. J.

Production-Programming, others

Traffic manager who can fill the bill. I have six years experience in traffic, copy. Available immediately eastern or southern station. Box 951E, BROADCASTING.

Seek combination program director-sales appointment; creative mind; know station operation thoroughly; now, successfully operating radio ad agency; can meet people and sell 'em; young, mature, hard worker; network announcer-actor; highest references. Box 965E, BROADCASTING.

Young man, 29, six years intensive experience selling to advertising agencies, wants to join radio/television representative or package show outfit. Good writer; creates and pushes sales presentations. College graduate, veteran, married. N.Y.C. only. Box 991E, BROADCASTING.

Continuity writer-announcer, college grad, 25, looking for position with future. References from top men in radio tell my story. Box 998E, BROADCASTING.

Woman continuity director with air and sales experience. University graduate. Presently employed. Best references. Box 20F, BROADCASTING.

Woman commentator, director. Versatile, experienced all phases radio, seeks connection offering bona fide opportunity for growth, advancement. Personality, record, background just right for aggressive operation following strong public service line. Box 24F, BROADCASTING.

Continuity-script writer. College grad. Down-to-earth writer with plenty imagination and free and easy conversational style. Location and pay no object. Box 30F, BROADCASTING.

Newscaster: "Newspaperman with voice." BS; family. AM or TV. $90-$100. Box 36F, BROADCASTING.

Experienced radio man in late thirties wishes public relations job in sales promotion and merchandising with progressive station. Background includes every phase of radio with particular emphasis on public relations and sales promotion. Have handled news commentaries, disc jockey spots in past, plus selling locally and nationally. Good references. Salary important but secondary to opportunity. Box 38F, BROADCASTING.

News editor now employed in midwest network affiliate wants advancement to news conscious station anywhere in U.S. College graduate, married. Available one month. Box 53F, BROADCASTING.

Transcription production clerk, college graduate, single, 3 years experience, deejay and variety shows, directing, tape recording, editing, sales. Box 72F, BROADCASTING.

Man with future seeks continuity job with progressive station or agency. Degree in music and radio. Knowledge sports, news, special events. Travel anywhere. Salary secondary to opportunity. Box 87F, BROADCASTING.

Combination man. Operate recording studio; board, cutters, announce, act. Completed radio school. 2½ years college. Installed college station—taught radio. Know pop music thoroughly—have own record library. Pronounce French, German dialects. Chance for advancement of prime importance. Married, vet, 24. Will travel. Jimmy Valentine, 1327 N Street, N.W., Washington 5, D. C.

Television

Managerial

Successful commercial and station management has paid me well. No TV knowledge, but a yen to learn. Let's talk. Box 974E, BROADCASTING • *TELECASTING.*

(Continued on next page)

Television (Cont'd)

Salesman

Proven radio salesman anxious to switch to TV, college grad, three years advertising, theatre, newspaper and agency contacts. Writer, director and traffic. Young, aggressive, competent. Available now. Will travel. Box 2F, BROADCASTING • *TELECASTING*.

Production-Programming, others

College grad, 25, vet, now working free lance for firm making TV commercials. Looking for permanent position in TV station or agency. Best references. Box 999E, BROADCASTING • *TELECASTING*.

For Sale

Equipment, etc.

For sale: General Electric FM transmitter, type No. BT-4-B with rated power of 10 kw.; General Electric BC-3A transmitter console, two racks of speech input equipment; also Western Electric 8-section cloverleaf antenna, type 54-A. Make offer. Box 992E, BROADCASTING.

RCA 72D recording attachment, new, $200; 64B speaker, like new, $75; 82C-1 monitoring amplifiers, $60 each; 38B panel shelfs, $15 each; junior velocity microphone, $15; 40C line amplifier, $60; Radiotone recording lathes Fairchild heads, $300; without heads, $150. Box 9F, BROADCASTING.

RCA-BTF-250A FM transmitter and type 600T-REL frequency modulation monitor, like new. Price $1500. Box 12F, BROADCASTING.

Presto 8-N recorder in floor cabinet. I-C cutter. Outside-in and inside-out feedscrews. 125-A microscope. 190-A equalizer slider. All in new condition. Original price $1900. Sell for $1350. Contact John Rowlett, KECK, Odessa, Texas.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC.

NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

NEW TERM OPENS JUNE 5

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

For Sale (Cont'd)

For sale: Two Model Y-2 Presto recording amplifiers and turntables. Used very little. Condition good as new. Mounted in handsome console. This equipment cost over $2,200 and is available at a big saving. Contact Radio Station KRIG, Odessa, Texas.

For sale, two self-supporting Ideco towers complete with clearance lights, 300 MM code beacons, flashers and base insulators, $1500 each; RCA model 308-B field intensity meter serial 551, $1400. F.O.B. San Diego. KSDO, San Diego, California.

WE 250 watt 310-B transmitter 2 sets tubes. Good condition. Available now. $1,000. KXRO, Aberdeen, Washington.

Two Presto turntables with Western Electric 9-A reproducers. One Gates model 35 console. One RCA BA-2 amplifier. Excellent condition. Make offer. WGCM, Gulfport, Miss.

1—Model DC1E Gates, 1 kw, transmitter, used five months only. Write Houston Radio Supply Co., Inc., Clay and LaBranch, Houston 3, Texas.

RCA 100F AM broadcast transmitter, 26-41 megacycles. Not war surplus. Original cost $1500.00. Sell for $200.00. Karl Neuwirth, 16 May Place, Nutley 10, N. J.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

One kilowatt FM transmitter, prefer Western Electric. Reply Box 908E, BROADCASTING.

5000 watt AM transmitter. Four 300 foot towers. Box 4F, BROADCASTING.

Turntable, preferably RCA, complete with pickup. State lowest price and age. Box 37F, BROADCASTING.

150 foot tower. Also 250 watt AM transmitter and associated monitoring and studio equipment. Separate items considered. State model number, condition and price. Box 91F, BROADCASTING.

Wanted to buy—One used Presto 6N or Reco cut disc recorder. Must be in good condition. Radio Station KNED, McAlester, Oklahoma.

Help Wanted

Salesman

SALESMEN WANTED

Fine Opportunity for experienced salesmen on a 5000 watt network station in one of the south's largest metropolitan markets. Man who has sold time in south preferred. Send photo and all details first letter. Write BOX 22F, BROADCASTING.

RADIO TIME SALESMAN

Radio station representative . . . Experience necessary . . . Excellent opportunity with aggressive, expanding organization of Radio Station Representatives . . . Send complete resume. Our staff knows of this advertisement...

BOX 55F, BROADCASTING.

Help Wanted (Cont'd)

Announcers

NEWS ANNOUNCER: Here's a real opportunity for the right man to join a big California station. We are looking for an experienced news announcer who wants to settle down and become an institution in the community. The man we want has a low authoritative voice, lots of ambition and the ability to keep his feet on the ground. Some news, editorial ability required. Primary emphasis will be placed on ability to deliver on the air. $85.00 a week to start. Send all information and a photo in the first letter and be prepared to supply a transcription on request. Apply to Box 25F, BROADCASTING.

Situations Wanted

RECOMMEND!
TWO STAFF MEN!!

We are changing operation to strictly Negro programming soon. These men are loyal, cooperative, competent. I am most anxious to see them placed well. Available now.

1. Program director—special events—disc jockey. Excellent voice and personality. Six years experience—married.
2. Sportscaster—play-by-play—staff. Three years experience. Two seasons eastern baseball and football—married. East or northeast preferred.

Address all replies, strictly confidential.

Mort Silverman, General Manager
Station WMRY
New Orleans, La.

Production-Programming, others

Personable announcer, special events—double in promotion. 10 years of proven ability. Married, conscientious, sober, reliable, with excellent references. Presently employed. Would like to locate with more progressive station in major market. Available July First. For details Box 23F, BROADCASTING.

Situations Wanted (Cont'd)

RESEARCH, PROMOTION & MERCHANDISING MAN

Young man who knows his way around agencies and networks. Has network news and time selling experience. Handled promotion for two smaller market stations, now wants step up into larger organization. Yale grad, top references. For full details:

BOX 31F, BROADCASTING

Television

Production-Programming, others

TOPFLIGHT TV PRODUCER
GOING FROM NEW YORK TO L.A.

Thoroughly experienced TV, radio producer, director and writer. Wrote, produced, directed over 200 television, radio programs of all types, on all major TV, radio networks, leading independents. Presently manager TV, radio department New York agency, charge of all TV, radio including time buying, talent, negotiation. Familiar all phases radio, TV advertising, well-rounded executive experience advertising, public relations, publicity. Knows big business. Present employer knows of ad. Write Box 54F, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

For sale—Equipment for complete 250 watt broadcast station including high fidelity custom built rack and panel control room installation. Used less than three years. Write for list or specific equipment.

Martin Karig, Station WWSC,
Glens Falls, N.Y.

SCBA Elections May 11

SOUTHERN CALIFORNIA Broadcasters Assn., Hollywood, will hold its annual election of officers May 11. Election committee appointed by William J. Beaton, president of SCBA and general manager of KWKW Pasadena, to supervise nominating and voting, includes Frank Burke Jr., KFVD Los Angeles; Thelma Kirehner, KGFJ Los Angeles; Harrison Dunham, KTTV (TV) Los Angeles. Current board of directors held its final meeting in Hollywood May 2.

An Outstanding Independent

LOCATION:	Excellent midwest single station market.
FIXED ASSETS:	Above average, include valuable real estate.
EARNINGS:	$40,000.00 plus yearly net before taxes.
PRICE:	$50,000.00 down, balance financed on favorable terms.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 59)

Decisions Cont.:

WLYC Lycoming County Bcstg. Co., Williamsport, Pa.—Granted mod. of CP to change name to Lycoming Bcstg. Co.

Leonard A. Versluis, Porter, Ind.—Granted CP for new experimental TV relay KSB-59.

Leonard A. Versluis, Nr. Cedar Bluff, Mich.—Granted mod. CP to change frequency assignment KQB-29 from 1990-2008 mc to 2042-2059 mc band (or such frequencies as may be assigned by Commission) and install new equipment and ant. system.

Leonard A. Versluis, Nr. Stevensville, Mich.—Granted mod. CP to change frequency assignments KQB-30 from 2042-2059 mc band to 2076-2093 mc band and install new trans. and ant. system.

WJCM Sebring, Fla.—Granted mod. CP to change type of trans.

Following granted mod. CP's for extension of completion dates as shown: KPFA Berkeley, Calif. to 10-21-50; KSDS San Diego, to 10-15-50; KQB-32 Stevensville, Mich. to 7-15-50; KQB-30 Nr. Stevensville, Mich. to 7-15-50; KQB-29 Nr. Cedar Bluff, Mich to 7-15-50; KQB-31 Nr. Cedar Bluff, Mich. to 7-15-50; KRPO San Jose, Calif. to 10-1-50; WJPF-FM Herrin, Ill. to 9-30-50; WLOK-FM Lima, Ohio to 11-18-50; WJBK-FM Detroit to 11-29-50; KTRH-FM Houston to 9-12-50; KFAC-FM Los Angeles to 11-16-50.

Gila Bcstg. Co., Safford, Ariz.—Granted license for new remote pickup KA-5498.

WKLK Cloquet, Minn.—Granted license new AM station; 1450 kc 250 w unl.

WCMI Ashland, Ky.—Granted license install new trans.

WLOW Portsmouth, Va.—Granted license change frequency, change power, hours of operation, trans. and studio locations and install new trans.; 1400 kc 250 w unl.

KVSO Ardmore, Okla.—Granted license install new trans. and change studio location.

KSDO San Diego, Calif.—Granted license increase power, change hours of operation, install new trans. and DA-DN and change trans. and studio locations; 5 kw-D 1 kw-N DA-2.

WHEC Inc., Rochester, N.Y.—Granted mod. license to change frequencies KA-813 from 30.82, 33.74, 35.32, 37.98 mc, to 26.15, 26.25, 26.35 mc.

Earle C. Anthony Inc., Los Angeles, Calif.—Granted mod. license to change frequencies KA-4710 from 31.22, 35.62, 37.02, 39.26 mcs. to 26.11, 26.15, 26.25, 26.35, 26.45 mcs. for use with KFI-TV in addition to KFI and KFI-FM.

Rockbridge Bcstg. Corp., Lexington, Va.—Granted CP new remote pickup KA-3534.

Big Horn Bcstg. Co. Inc., Sheridan, Wyo.—Granted CP new remote pickup KA-4015.

Santa Monica School Board, Santa Monica, Calif.—Granted CP new remote pickup KA-6460.

Midwestern Bcstg. Co., Traverse City, Mich.—Granted CP and license new remote pickup KQB-399.

KWTO Springfield, Mo.—Granted CP install aux. trans. at present site of main trans. on 560 kc, 1 kw DA-N.

KWOR Worland, Wyo.—Granted CP to install new trans.

KNCM Moberly, Mo.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

KJCF Festus, Mo.—Granted mod. CP for approval ant., trans. and studio locations, and change type trans.

KJBC Midland, Tex.—Granted mod. CP for approval ant., trans. and studio locations.

KAJL Lancaster, Calif.—Granted mod. CP for approval ant., trans. and studio locations and change type trans.

Wayne M. Nelson, Nr. Mooresville, N. C.—Granted mod. CP for approval ant., type trans. trans. and studio location.

KVAS Astoria, Ore.—Granted mod. CP for approval of ant., type trans. and trans. location

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

KCIJ Shreveport, La.—Granted mod. CP change type trans.

WCAV Norfolk, Va.—Granted mod. CP make changes in ant. and ground system.

WARA Attleboro, Mass. — Granted mod. CP to install new trans.

WFVG Fuquay Springs, N. C.—Granted mod. CP to change studio location.

KOLS Pryor, Okla.—Granted mod. CP for approval of ant. and trans.

WNXT Portsmouth, Ohio—Granted mod. CP change trans. location.

WAAF Chicago—Granted mod. CP for extension of completion date to 10-10-50.

WMBD Peoria, Ill.—Granted mod. CP for extension of completion date to 11-15-50.

WVOK Birmingham, Ala.—Granted mod. CP to make changes in trans. equipment.

Radio Americas Corp., Area Mayaguez, P. R.—Granted renewals remote pickup KA-5699 to 9-1-50

Voice of Porto Rico Inc., Area Ponce, P. R.—Same KA-5040.

WDAY Inc., Area Fargo, N. D.—Granted renewal remote pickup KA-6481 temporary basis to 9-1-50.

WDAY Inc., Fargo, N. D.—Granted renewals remote pickup KA-5606, KAA-994 on temporary basis to 9-1-50.

Granted following remote pickups renewals on regular basis to May 1, 1953: KA-5885 WEBR Inc., area Buffalo, N.Y.; KA-5698 The Wooster Republican Printing Co., area Wooster, Ohio; KA-5831 KOVO Bcstg. Co., area Provo, Utah; KA-5532 KA-3178 Richmond Radio Corp., area Richmond, Va.; KA-6477 (Formerly WDAJ) Tampa Times Co., area Tampa, Fla.; KA-6478 (Formerly WTHB), The Tribune Co., area Tampa, Fla.; KA-6479 (formerly WAIY), WIBX Inc. area Utica, N. Y.; KA- 6480 (formerly WAIJ) WIBX Inc., area Utica, N. Y.; KA-6482 (formerly KAXB); KA-6483 (formerly KAZA) WKY Radiophone Co., area Oklahoma City, Okla.; KA-5484 (formerly WAEA) WAPO Bcstg. Service, Chattanooga, Tenn.; KA-6485 (formerly WAIX) WJHL Inc., area Johnson City, Tenn.; KA-6486 (formerly WAUB) WSIX Bcstg. Station, area Nashville, Tenn.; KA-6487 (formerly KRHP) The Houston Post Co., area Houston, Tex.; KOA-414 KOVO Bcstg. Co., Provo, Utah; KA-3488 (formerly WAHM) Richmond Radio Corp., area Richmond, Va.; KA-6013 (formerly WDAC) State of Wisconsin, U. of Wisconsin, area Madison, Wis.; KA-5521 Midland Bcstg. Co. Inc., area Kansas City, Mo.; KA-5522 Midland Bcstg. Co. Inc., area Kansas City, Mo.; KA-5459 Alamance Bcstg. Co. Inc., area Burlington, N. C.; KA-5616 WKY Radiophone Co., area Oklahoma City, Okla.; KA-5565; 5566 Scranton Bcstrs. Inc., area Scranton, Pa.; KA-5465 Atlantic Coast Bcstg. Co., area Charleston, S. C.

April 28 Decisions . . .

BY COMMISSION EN BANC

License Extension

Renewals for following stations were granted on temp. basis for period ending Sept. 1: WAVL Apollo, Pa.; WFNS Burlington, N. C.; WGLS Decatur, Ga.; WHAY New Britain, Conn.; WKPA New Kensington, Pa.; WKVA Lewistown, Pa.; WSKB McComb, Miss.; WXGI Richmond, Va.; KVEC San Luis Obispo, Calif.; WRC Washington, D. C.; WWJ Detroit; WISN (and aux.) Milwaukee; WMMN Fairmont, W. Va; KFWB Los Angeles; WWSW Pittsburgh; WNDB Daytona Beach, Fla.; KMA Shenandoah; KWDM Des Moines; KSEL Lubbock, Tex.; KPHO Phoenix; KVWC-FM Vernon, Tex.; KE2XCW and KE2XCX New York (NBC developmental stations).

License Renewal

License renewals for following stations were granted for period ending May 1, 1953: KDHL Faribault, Minn.; KFKU Lawrence, Kan.; KFNF (& aux.) Shenandoah, Iowa; KRSC Seattle; KTW Seattle; WQAN Scranton, Pa.; WDVA Danville, Va.; KGLC Miami, Okla.; KOOL Phoenix, Ariz.; KDET Center, Tex.

WTEL Philadelphia—Granted license renewal for period ending Feb. 1, 1953.

WGST Atlanta, Ga.—Granted license renewal for main trans. for period ending May 1, 1953, subject to compliance with engineering standards.

WKLY Hartwell, Ga.—Granted license renewal for period ending May 1, 1953. Denied petition of CIO requesting that renewal be set for hearing since contract in dispute for CIO broadcasts on station has been reinstated and CIO has failed to advise Commission whether it proposes to pursue further its petition.

WKPT-FM Kingsport, Tenn.—Granted license renewal for period ending March 1, 1951.

Banks Independent Bcstg. Co., Garden City, Va.—Granted license renewal for developmental station KG2XCK for period ending May 1, 1951.

Modification of CP

WHP Harrisburg, Pa.—Granted mod. CP specify change in trans. and add top-loading to ant.; engineering cond.

STA Extensions

STAs for following exp. TV relays in New York area extended to Oct. 27: KA-2461, Twentieth Century-Fox Film Corp.; KA-5037-8-9, Paramount Television Productions Inc. Extensions are subject to cond. that action is without prejudice to any action FCC may take in light of movie anti-trust decisions. FCC explained extensions are to permit temp. continuation of exp. programs and should not be used for large screen exhibition or demonstration of TV programs not connected with experimentation in line with FCC ruling last Nov. 17.

May 2 Applications . . .

ACCEPTED FOR FILING

AM—1130 kc

WXLW Indianapolis, Ind.—CP AM station to change from 1590 kc to 1130 kc.

May 3 Decisions . . .

ACTION ON MOTIONS

Examiner J. Fred Johnson Jr.

WRUS, WRUL, WRUW, WRUX, WRUA Scituate, Mass.—Granted continuance of hearing in proceeding re applications for renewal of licenses of WRUS, et al and WRUW for CP. Hearing continued from May 16 to Aug. 15.

WOBS Jacksonville, Fla.—Granted continuance of hearing in proceeding re application for mod. CP from May 5 to July 24.

By Examiner Basil P. Cooper

WGST Atlanta, Ga.—Granted continuance of hearing in proceeding re application WALT Tampa, Fla., WJBF Augusta, Ga. Hearing continued from May 15 to date to be subsequently announced. Any party to these proceedings may by motion or petition request that hearing be set for any given date.

By Examiner J. D. Cunningham

FCC General Counsel—Granted request that period for filing proposed findings in proceeding re applications of Delta Bcstrs. Inc., Thibodaux, La. and of KCIL Houma, La. be extended from May 1 to June 1.

WHIT New Bern, N. C.—Granted continuance of hearing in proceeding re application and of WELS Kinston, N.C. from May 8 to July 26.

By Examiner Elizabeth C. Smith

WALE and Bay State Bcstg. Co., Fall River, Mass.—Dismissed motion of Bay State Bcstg. Co. at own request for continuance of hearing in proceeding re application and of WALE. Granted motion of WALE for continuance of hearing from May 8 to July 10.

By Commissioner Paul A. Walker

KPAB Laredo, Tex.—Granted extension to June 5 to file proposed findings of fact and conclusions of law in proceeding upon matter of revocation of license of KPAB and for consent to transfer of control.

By Examiner J. D. Cunningham

FCC General Counsel—Granted extension of time from May 3 to May 18 in which to file proposed findings in proceeding re application of KFSA Fort Smith, Ark.

By Examiner Jack P. Blume

WWJ Detroit—Denied leave to take depositions of 25 individuals in proceeding re applications of WKNX Saginaw, Mich. and WKMH Jackson, Mich. This denial is without prejudice to filing of another petition and order in form required by Section 1.821 of the Commission's Rules and Regulations requesting same relief.

May 3 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Pratt Bcstg. Co., Pratt, Kan.—CP new AM station 1230 kc 250 w D AMENDED to request 1230 kc 250 w unl.

License for CP

License to cover CP new AM station: KJCK Junction City, Kan.; KTOE Mankato, Minn.

WWRL Woodside, L. I.—License for CP to increase power, install DA etc.

KONO San Antonio—License for CP to change frequency, increase power etc.

WCPO-TV Cincinnati—License for CP new commercial TV station and indicate studio and trans. location as 2345 Symmes St., Cincinnati.

(Continued on page 76)

MARCH PROTEST

Hits Texas Network Policy

COMPLAINT against the Texas State Network was filed with FCC last week by Caso March, gubernatorial candidate, charging TSN was giving free time to Gov. Allan Shivers while refusing him time to reply to the Governor's "campaign speeches."

FCC acknowledged that the complaint had been filed but declined to make it public since it was a "letter." The Commission also explained it wished to get TSN's reply before releasing details. Mr. March was reported in Texas, however, as stating he had asked FCC to institute a hearing and to require the network of 17 outlets to afford him equal time with Gov. Shivers.

Gene L. Cagle, TSN president, stated the free time was allocated not to an individual but to the office of Governor for the purpose of reporting on public affairs concerning all of the state. He told Mr. March that if the latter were elected he hoped the Governor's reports would be continued "in the fine fashion instituted by the present Governor."

In addition to heading TSN, Mr. Cagle is president and general manager of KFJZ Fort Worth and president of KRIO McAllen and KABC San Antonio, all TSN outlets.

Worthy Retires

RETIREMENT of Charles W. Worthy, chief of FCC's docket branch, and promotion of Jesse (Sally) R. Blaine to that post was announced by the Commission Thursday. Mr. Worthy, a native of Indiana, had joined FCC's predecessor, the Federal Radio Commission, in 1932 and had served continuously since that time. Mrs. Charlotte B. Gladden was promoted from clerk in FCC's mail and files branch to chief information clerk and assistant to Miss Blaine.

DIRECTORS of WJR Detroit vote dividend of 10c per share to be paid June 5 to stockholders of record at close of business May 17, 1950.

PROGRAMS-PICTURE ALBUMS

PRINTED PROMOTION-SPECIAL FEATURES

IF YOUR TV-AM-FM STATION NEEDS PROMOTIONAL IDEAS SOLD TO PRODUCE CASH REVENUE OF FROM $200-$1,000 PER WEEK AS WE HAVE DONE FOR OVER 300 STATIONS FROM COAST TO COAST DURING THE PAST 12 YEARS—

Wire, call, or write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

100 Walnut Street

Peoria, Illinois

Telephone 6-4607

Docket Actions . . .

INITIAL DECISIONS

Desert Bcstg. Co., Palm Springs, Calif.—Announced initial decision by Examiner Hugh B. Hutchison to deny as in default application of Benton Beckley and Leo Paquette d/b as Desert Bcstg. Co. for a new station on 1,000 kc, 1 kw fulltime, directional night. Decision April 28.

WACA Camden, S. C.—Announced initial decision by Examiner J. D. Bond to grant application of Haygood S. Bowden for license for CP for station WACA at Camden on 1590 kc 1 kw daytime and to grant application of Mr. Bowden for assignment of CP from station WACA to Camden Bcstg. Corp. Decision May 2.

Non-Docket Actions . . .

TRANSFER GRANTS

KPLT Paris, Tex.—Granted assignment of license from North Texas Bcstg. Co., licensee, to North Star Bcstg. Co. Oct. 14, 1949 FCC approved sale of North Texas to North Star and latter company wishes to dissolve former. KPLT is assigned 1490 kc, 250 w unlimited. Granted May 2.

WCIF Madisonville, Ky.—Granted assignment of license from Madisonville Bcstg. Co. Inc., licensee, to Pierce E. Lackey, individual. This application was filed simultaneously with application for assignment of license from Pierce E. Lackey to Messenger Bcstg. Co. not yet granted. WCIF is assigned 250 w day on 730 kc. Granted May 2.

WBNL Boonville, Ind.—Granted assignment of CP from Henry Sanders tr/as Boonville Bcstg. Co., permittee, to show Henry Sanders & Norman Hall d/b as Boonville Bcstg. Co. WBNL is assigned 250 w D on 1540 kc. Granted May 2.

WCLE Clearwater, Fla.—Granted assignment of license from Clearwater Bcstg. Co. to Florida West Coast Bcstrs. Inc. for $32,500. Florida West Coast is composed of Dr. Charles L. Farrington, St. Petersburg, president 20%; William Perry, ex-program director of WPAT Paterson, N. J., secretary 20%; Arthur Mundorff, ex-manager of WPAT, treasurer 50%; John Phillips, insurance business, vice president 10%. Sellers are Houston A. Cox Jr., 50% owner, and Morris L. and Saul Rosenzweig, 25% each. WCLE is assigned 1 kw day on 680 kc. Granted April 28.

OPERATION SUSPENDED

WMMJ Peoria, Ill.—Extended authority to remain silent to May 22 pending action on involuntary application for assignment of license to WPOE Inc.

Deletions . . .

THREE FM AUTHORIZATIONS were reported deleted last week by FCC. Total to date since Jan. 1: AM 17; FM 44; TV 2.

WGYN New York—WGYN Inc. License April 26.

WMIT Winston-Salem, N. C.—Radio WMIT. License April 26.

WKNE-FM Keene, N. H.—WKNE Corp. CP April 24.

New Applications . . .

AM APPLICATIONS

Kewanee, Ill.—Cecil W. Roberts, 960 kc, 250 w day. Estimated construction cost $10,775. Mr. Roberts' radio interests include ownership of KNEM Nevada, Mo.; KCHI Chillicothe, Mo. and KREI Farmington, Mo. Filed May 3.

Winston-Salem, N. C.—Community Bcstg. Service Inc., 980 kc, 1 kw day. Estimated construction cost $9,700. Principals in corporation include: F. Roger Page Jr., president and 49% interest. Mr. Page's business interests include owner and operator of tobacco and general farms, agent for Farm Bureau Mutual Insurance, and dealer in farm equipment. Clarence E. Leeper, radio announcer WPTF Raleigh and 15% owner WVOT Wilson, N. C., vice president and 49%. Beatrice Leeper, housewife, secretary 1% and Rachel Page, housewife, treasurer 1%. Filed May 3.

Beaver Dam, Wis.—Beaver Dam Bcstg. Co. Inc., 1430 kc, 1 kw day. Estimated construction cost $15,060. Principles in corporation include: William E. Walker, 50% owner WMAM Marinette, Wis., president 40%; Howard L. Emich, sales manager WMAM and 6.67% interest, vice president 20%; Joseph D. Mackin, 20% owner WMAM and general manager, secretary-treasurer 40%. Filed May 1.

San Juan, P. R.—Condado Bcstg. Co., 1190 kc, 250 w unlimited. Estimated cost of construction $22,037. Principals include: Jose R. Madrazo, co-owner & treasurer Casa Victor Inc., importer and distributor RCA Victor products, 50% owner WMDD Fajardo, P. R., secretary 33⅓%; Alfredo M. Suarez, president Condado Beach Hotel Co. and co-owner, president 33⅓%; Juan Ramon Balseiro, secretary Plazuela Sugar Co., treasurer 33⅓%. Filed April 28.

Forest Grove, Ore.— Irving V. Schmidtke 1520 kc, 250 w day. Estimated construction cost: $8,500. Mr. Schmidtke owns Smitty's Radio Clinic (radio servicing). Filed April 27.

Williamsport, Pa.—Lycoming Bcstg. Co., 1050 kc, 1 kw day. Estimated construction cost: $15,200. Lycoming Bcstg. Co., is licensee of WLYC FM outlet that city. Filed April 27.

TRANSFER REQUESTS

WMSL Decatur, Ala.—Acquistion of control in Tennessee Valley Bcstg. Co. Inc. by Frank Whisenant through purchase of 64 sh. of stock owned by Mutual Savings Life Ins. Co. for $25,600. Mr. Whisenant is on the Board of Directors of Mutual Savings and 2% stockholder. WMSL is assigned 250 w unlimited on 1400 kc. Filed April 5.

WLEC Sandusky, Ohio—Relinquishment of 153 shares of stock in Lake Erie Bcstg. Co., licensee, from L. A. Pixley individually and as agent for certain other principals in corporation to Albert E. Heiser for $83,529. Mr. Heiser is general manager of station. WLEC is assigned 250 w fulltime on 1450 kc. Filed April 5.

KVKM Monahans, Tex.—Transfer of control in Monahans Bcstrs. Inc., licensee, from Jack W. Hawkins, Barney H. Hubbs and Harry W. Boehnemann to Charles W. Stuckey for consideration of $25,000. Mr. Stuckey is president and general manager of KVKM and transfer would give him 60% of stock not now held by him. KVKM is assigned 250 w fulltime on 1340 kc. Filed April 5.

WMFT Florence, Ala.—Relinquishment of control in Tri-Cities Bcst. Corp., from Franklin L. Bush (deceased) to Emma E. Arland Bush as executrix of the estate and further transfer of same interest from Emma E. Arland Bush, executrix to Emma E. as distributee under will of Franklin L. Bush. WMFT is assigned 250 w fulltime on 1240 kc. Filed April 26.

WHAP Hopewell, Va.—Acquisition of control in Hopewell Bcstg. Co. Inc., licensee, by Hugh M. Overturf, Charles M. Mark, R. E. Anthony Jr., and John P. Mercer Jr. through purchase of 50 sh. stock of A. H. Campbell, 55 sh. of stock of G. W. Thomason and 20 sh. of 55 sh. owned by E. L. Burwell for a total consideration of $12,500. All purchasers are actively employed at WHAP. Mr. Campbell and Mr. Thomason have estblished businesses in North Carolina and therefore wish to withdraw. Filed April 20.

WDOK Cleveland, Ohio—Transfer of 300 shares stock in permittee corporation, Civic Bcstrs. Inc., from Frederick Wolf to R. Morris Pierce for $30,000. Mr. Pierce has been president of WDOK since January and prior to that was vice president for 5 years of KMPC Los Angeles WJR Detroit and WGAR Cleveland. WDOK is assigned 5 kw DA-2 on 1260 kc. Filed April 3.

WHBT Harriman, Tenn.—Acquisition of control of Harriman Bcstg. Co. Inc., licensee from J. B. Brewer, Bennie Hamilton, J. M. Hickman, Neil L. Shields and L. A. Shivers by F. L. Crowder. Mr. Crowder is president and 20% stockholder WHBT and purchases 32 sh. stock for a consideration of $20,000. WHBT is assigned 250 w fulltime on 1230 kc. Filed April 26.

KTMC McAlester, Okla.—Assignment of license from J. Stanley O'Neill, licensee, to The McAlester Bcstg. Co. for consideration of $65,000. Principals in new company include: William E. Young, manager J. C. Penny store McAlester, president 20%; William A. Cornish, partner in law firm Cornish & Baumert, 20%. There are 17 minor stockholders, all local business men. KTMC is assigned 250 w fulltime on 1400 kc. Filed April 12.

KOAT Albuquerque; KGAK Gallup; KRSN Los Alamos: KTRC Santa Fe, all N. M.—Transfer of control in Rio Grande Bcstg. Co. Inc., licensee from Albert E. Buck, Frank C. Rand Jr. and Merle H. Tucker to H. W. Bumpas, A. M. Caldwell and Herbert Wimberly for $140,000. Mr. Bumpas is owner of Southwest Publicity Inc., and 40% owner WIBR Baton Rouge; Mr. Caldwell, is owner of Cottons Inc. (bakers), Baton Rouge; Mr. Wimberly is owner of Auto Hotel Co., and 50% owner of Auto Rentals Inc., Baton Rouge, all will have 33⅓% interest. Parties enter into agreement with understanding that KGAK Gallup will be sold to Mr. Tucker for $8,000. Application for assignment of license from Rio Grande Bcstg. to Merle H. Tucker filed simultaneously. KOAT is assigned 250 w on 1450 kc; KGAK operates with 250 w on 1230 kc; KRSN is assigned 250 w on 1490 kc; KTRC is assigned 1400 kc, 250 w fulltime. Filed April 7.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 3

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,120	2,098	182		306	267
FM Stations	709	497	265	3*	22	13
TV Stations	104	38	71		350	182

* Two on the air.

* * *

LABOR CASES

CBS Hit by Two Unions

CBS HOLLYWOOD currently is under fire by two unions, with a strike imminent by over 100 office employe union members and the filing of charges of unfair labor practices by the International Brotherhood of Electrical Workers last week.

Meeting was scheduled for last Thursday between W. J. Bassett, secretary of California Central Labor Council, and network officials in final efforts to avoid the office employes strike. No results were available as BROADCASTING went to press.

Members of Local 174 of Office Employees International Union earlier had voted 90-2 for strike action following several weeks of unsatisfactory negotiations with the network during which times both federal and state mediators were called in. Union is seeking basic $5 weekly raises and rejected the network's offer for raises of $1 to $3 weekly. No agreement was reached on working conditions.

Unfair labor practice charges against the network's Hollywood affiliate, KNX, were filed last Tuesday by Roy Tindall, business manager of the Broadcast, Television, Recording Engineers Local 45 of IBEW on grounds that the station had "arbitrarily and unjustifiably" stalled signing of a contract covering nine stage set-up employes. Union, which has been in negotiations for several weeks with the station for a new contract, claimed that although wage rates and working conditions had been agreed upon, the station, "without justification," had refused to sign the contract providing for them in writing.

The union further stated that it saw no difference between a refusal to sign an agreement already arrived at and refusal to bargain, insisting on its right to have protection of a written agreement. Intention was expressed by the group to press charges until a "satisfactory" contract is secured.

FCC Actions

(Continued from page 75)

Application Cont.:

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WKTV Utica, N. Y. to 7-1-50; WGN-TV Chicago to 12-1-50.

TENDERED FOR FILING

Modification of License

WLBE Leesburg, Fla.—Mod. license AM station to change studio location from Eustis, Fla. to 1240 Floradel Ave., Leesburg.

KULP El Campo, Tex.—Mod. license to change from 1390 kc 500 w D to 1390 kc 500 w-D 100 w-N.

AM—1490 kc

Beloit Bcstg. Co., Beloit, Wis.—CP to change from 1490 kc 100 w unl. to 1490 kc 250 w unl.

AM—790 kc

WQXI Buckhead, Ga.—CP AM station to change from 790 kc 5 kw D to 790 kc 5 kw-D 500 w-N DA-N.

AM—1410 kc

KNAL Victoria, Tex.—CP AM station to change from 1410 kc 500 w D DA to 1410 kc 500 w unl. DA.

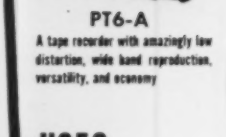
APPLICATIONS DISMISSED

Howard A. Shuman, Grand Island, Neb.—DISMISSED April 28 application new AM station on 920 kc 5 kw ST (KUSD).

Paul W. Hand, Millwood, Wash.—DISMISSED April 28 application new AM station on 1340 kc 250 w unl.

WLIN Merrill, Wis. — DISMISSED April 28 application for SSA on 730 kc 1 kw-D 250 w-N for period ending no later than Nov. 1, 1952.

KWIK BURBANK, CALIF.



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TRUMAN PLAN

Early Action Expected

WITH TIME running out before the May 23 deadline, the Senate Executive Expenditures Committee is expected to take action early this week on resolutions urging flat rejection of President Truman's FCC reorganizational plan.

The President's proposal, which would vest certain administrative and executive functions of the Commission in its chairman, becomes law May 24 unless turned down by either house of Congress.

Authorities said last week that Sen. John L. McClellan (D-Ark.), committee chairman, would probably call an executive meeting early this week with a view to reporting the measure to the floor. The rejecting resolution, sponsored by Sen. Edwin C. Johnson (D-Col.), would then be placed on the Senate calendar for action within the next two weeks. No action was taken as of Thursday by the committee, which held hearings the past fortnight [BROADCASTING, May 1].

The President's plan, which drew heated protests from legislative and radio quarters during the sessions, is expected to encounter equally stiff opposition on the floor, some observers feel. Whether the Truman plan will garner sufficient strength within the committee for a favorable report was not known, but some committee members have indicated they will oppose it as an "invasion of the legislative branch", as charged by Sen. Johnson and Sen. Ernest McFarland (D-Ariz.)

Other witnesses — representing the Federal Communications Bar Assn. and NAB— attacked the proposal on other phases.

The Truman plan, sent to Congress last March, would vest with the FCC Chairman appointive and supervisory power over employes of the Commission; authorize him to distribute business among personnel and administrative units; and give him power to handle use and expenditure of funds.

LANG-WORTH

Supplies 40 More Stations

LANG-WORTH Feature Films Inc., New York has announced the addition of 40 radio stations contracting for the new one-inch Lang-Worth Library.

New subscribers are: WIVI St. Croix, Virgin Islands; KLMO Longmont, Col.; KECC Pittsburg, Calif.; WFTL Fort Lauderdale, Fla.; KRXL Roseburg, Ore.; Jamaica, B. W. I.; WERH Hamilton, Ala.; KCIM Carroll, Ia.; KDSH Boise, Ida.; WRJW Picayune, Miss.; and Coalinga, Calif.

Subscribers renewing contracts are: WFMB (FM) Mayodan, N. C.; KWSI Council Bluffs, Iowa.; WJBC Bloomington, Ill.; WJPD Ishpeming, Mich.; KFSB Joplin, Mo.; WNAR Norristown, Pa.; KIMP Mount Pleasant, Tex.; WERC Erie, Pa.; WHFB Benton Harbor, Mich.; WBBO Forest City, N. C.; WWNR Beckley, W. Va.; KCOY Santa Maria, Calif.; KTMS Santa Barbara, Calif.; WJHL Johnson City, Tenn.; WFGN Gaffney, S. C.; WBHF Cartersville, Ga.; WIRC Hickory, N. C.; WJRI Lenoir, N. C.; KFXJ Grand Junction, Col.; WTPR Paris, Tenn.; KWBR Oakland, Calif.; WMBH Joplin, Mo.; WAYB Waynesboro, Va.; WROV Roanoke, Va.; WBTM Danville, Va.; KXRA Alexandria, Minn.; WFVA Fredericksburg, Va., and KFXD Nampa, Ida.

1893 J. Fred Johnson Jr. 1950

J. FRED JOHNSON Jr., 57, chief FCC hearing examiner and presiding officer in several major cases now pending for the Commission, died Tuesday night at his home in Washington following a heart attack.

Mr. Johnson

Judge Johnson was to resume next Monday (May 15) on the West Coast his most spectacular case, the Commission's investigation of the news policies of G. A. (Dick) Richards and his three stations, WJR Detroit, WGAR Cleveland and KMPC Los Angeles (See story page 30).

On Monday and Tuesday last week Judge Johnson presided over the detailed investigation of whether Western Union should be allowed to interconnect its proposed TV inter-city relay facilities with those of American Telephone and Telegraph Co. (See story page 51). Observers at these sessions indicated the examiner had appeared in good health.

Also on his schedule was the license renewal hearing for World Wide Broadcasting Co. international broadcast stations (WRUL et al) at Boston, set Aug. 15; hearing on bid of WOBS Jacksonville, Fla., to switch from 1 kw day on 1360 kc to 1 kw fulltime directional on that frequency, and another complicated common carrier proceeding involving Western Union and certain international carriers.

Named chief hearing examiner only two months ago concurrent with the start of FCC's functional reorganization [BROADCASTING, March 13], Judge Johnson had served with the Commission since 1935, when he joined FCC as principal attorney. He was appointed a hearing examiner in June 1947 when provisions of the Administrative Procedure Act were put into effect. His successor as chief examiner has not been named.

A resolution adopted by the Commission Wednesday, recording with "deep sorrow" Judge Johnson's death, stated in part:

Judge Johnson's gracious manner and calm personality have endeared him to his colleagues and to all who knew him and have been of inestimable value in carrying out his duties with the Commission as a Hearing Examiner, and prior to that as Principal Attorney. His entire public service career has been characterized by his untiring efforts and devotion to duty.

Judge Johnson was born March 15, 1893, in Florence, Ala. He attended the State Normal College and in 1914 received his AB from the U. of Alabama. In 1916 he received his Ll. B from the latter school. During World War I he entered service with the Alabama National Guard, becoming first lieutenant with the 64th Infantry.

From 1916 to 1925, except for war service, he engaged in private law practice. His work as first assistant attorney general for Alabama from 1925-1928 won him judgeship of the Alabama 11th Judicial Circuit, in which capacity he served until appointment to FCC in 1935.

Judge Johnson is survived by his wife and a son.

KY. SALES PLAN

KBA To Approach Bell Co.

KENTUCKY Broadcasters Assn. has authorized Edwin E. S. Weldon of WKYW Louisville to make a sales presentation to Southern Bell Telephone Co., Atlanta, on behalf of all Kentucky stations. This was approved at a recent two-day meeting of the group, which is making plans for a similar session June 22 and 23 at the Hotel Seelbach in Louisville.

President J. Porter Smith of WGRC Louisville will invite presidents and secretaries of broadcasting associations in states adjacent to Kentucky to attend. The first day, Associated Press members will meet, after which sales and program clinics will be conducted. Agenda for the second day includes a panel on keeping operating costs within income, discussion of the use of radio by industry in the state, a general business session and a cocktail party and banquet.

The executive committee attending the meeting included Messrs. Weldon and Smith; Charles C. Warren, WCMI Ashland; J. W. Betts, WFTM Maysville; Hugh O. Potter, WOMI Owensboro; W. T. Isaac, WHIR Danville. Program committee members present were G. F. Bauer, WINN Louisville and Charles Harris, WGRC Louisville.

WORLD CONTRACTS

Sign 10 New Stations

WORLD Broadcasting System Inc., New York, has announced 10 new stations who have contracted for the program service and the extension of existing contracts by 24 subscriber stations.

New stations are: KSFO San Francisco; KELA Centralia, Wash.; WESB Bradford, Pa.; WPEN-FM Philadelphia; WARK Hagerstown, Md.; KRKO Everett, Wash.; KVOS Bellingham, Wash.; KEIO Pocatello, Idaho; WLIP Kenosha, Wis.; and WACE-FM Chicopee, Mass.

Extensions are: WSOU-FM South Orange, N. J.; KUTA Salt Lake City; WDWS Champaign, Ill.; WFKY Frankfort, Ky.; WJBF Augusta, Ga.; WFAS White Plains, N. Y.; WVVW Fairmont, W. Va.; WTBF Troy, Ala.; KSD St. Louis, Mo.; CKX Brandon, Manitoba; WFAH Alliance, Ohio; KSUE Susanville, Calif.; KGEZ Kalispell, Mont.; KWAT Watertown, S. D.; WILE Cambridge, Ohio; WKBO Harrisburg, Pa.; WBAB Atlantic City, N. J.; WWNY Watertown, N. Y.; KPAC Port Arthur, Tex.; KDLR Devils Lake, N. D.; WJMB Brookhaven, Miss.; CJVI Victoria, B. C.; KTOW Oklahoma City, and KWSC Pullman, Wash.

WLIB New York has opened new Harlem studios in Hotel Theresa, New York. Station also has studios at 207 East 30th St.

SAFETY AWARDS

Honor 78 Radio Outlets

NBC, Mutual-Don Lee and 78 radio and six video stations have earned public interest awards from the National Safety Council for "exceptional service to safety" during 1949.

TV stations include KPIX (TV) San Francisco, KTLA (TV) Los Angeles, WFIL-TV Philadelphia, WMAR-TV Baltimore, WTMJ-TV Milwaukee and WWJ-TV Detroit.

Radio stations are:

CJBC Toronto; CKWX Vancouver, B. C.; KATE Albert Lea, Minn.; KCMO Kansas City; KCVN Stockton, Calif.; KEBE Jacksonville, Tex.; KFEL Denver; KFH-AM-FM Wichita, Kan.; KFJI Klamath Falls, Ore.; KFYR Bismarck, N. D.; KIUL Garden City, Kan.; KLBM La Grande, Ore.; KLZ Denver; KNUZ Houston; KOIL Omaha; KOIN Portland, Ore.; KOMA Oklahoma City; KRBC-AM-FM Abilene, Tex.; KRNT Des Moines; KROS Clinton, Iowa; KTJS Hobart, Okla.; KTUL Tulsa; KXO El Centro, Calif.; KXOK St. Louis; KWG Stockton, Calif.

KYNO Fresno; WALD Walterboro, S. C.; WBTA Batavia, N. Y.; WCAE Pittsburgh; WCCC Hartford; WCCM Lawrence, Mass.; WCCO Minneapolis; WCHS Charleston, W. Va.; WCSS Amsterdam, N. Y.; WDEL Wilmington, Del.; WDSR Lake City, Fla.; WFIL Philadelphia; WFJL (FM) Chicago; WFLA Tampa; WFLO Farmville, Va.; WGKV Charleston, W. Va.; WHO Des Moines; WILS Lansing, Mich.; WIND Chicago.

WING Dayton; WIRE Indianapolis; WIRK West Palm Beach; WISC Madison, Wis.; WISN Milwaukee; WJBW New Orleans; WJDX Jackson, Miss.; WJJW Wyandotte, Mich.; WJTN Jamestown, N. Y.; WKEU Griffin, Ga.; WKY Oklahoma City; WKXL Concord, N. H.; WLEC Sandusky, Ohio; WMOH Hamilton, Ohio; WMPS Memphis; WMRN Marion, Ohio; WMTW Portland, Me.; WNYC New York; WOCB-AM-FM West Yarmouth, Mass.; WOOD Grand Rapids; WORK York, Pa.; WOWO Ft. Wayne, Ind.; WPIT Pittsburgh; WPRO Providence; WQAM Miami; WRAK-AM-FM Williamsport, Pa.; WSTC-AM-FM Stamford, Conn.; WSTP-AM-FM Salisbury, N. C.; WTAR Norfolk, Va.; WTIC Hartford; WTRR Sanford, Fla.; WWJ-AM-FM Detroit; WWL New Orleans, and WWNR Beckley, W. Va.

Among the judges were Wesley I. Nunn, advertising manager, Standard Oil of Indiana and coordinator of the "Stop Accidents" campaign endorsed by The Advertising Council; Arthur Stringer of NAB, and Judith Waller, director of public affairs and education at NBC Chicago.

SPORTS BILL

NJBA Wins Anti-Tax Fight

PROTEST by the New Jersey Broadcasters Assn. against a state bill proposing a 10% tax on radio and television rights for boxing and wrestling matches has resulted in defeat of the bill, the association learned Friday at the opening of its two-day spring meeting at Haddon Hall, Atlantic City [BROADCASTING, May 1].

Carl Mark, WTTM Trenton, NJBA president, told the association he had been authoritatively informed the measure had failed to gain approval of the Senate Republican majority caucus. NJBA had campaigned against the tax, which passed the House, as "totally unwarranted." Mr. Mark informed legislators in a letter that revenue produced by the tax would be "microscopic."

At Deadline...

RCA STUDIO COLOR COST ESTIMATED AT HEARING

STUDIO equipment for RCA color television system would cost black-and-white telecaster about $54,440, according to RCA estimates presented in FCC's color TV hearing Friday (early story page 49) by Research Engineer G. H. Brown. Each additional color camera would cost $26,750, estimates showed.

Estimates "do not reflect the potential savings from the use of single tubes in either the cameras or monitors or as a result of further circuit simplifications," it was pointed out.

Dr. Brown denied it has been established, as FCC Laboratory Chief E. W. Chapin suggested in earlier report, that RCA system is doubly susceptible to in-channel interference and said problems Mr. Chapin had reported with respect to black-and-white reception on RCA color set are "no longer of any consequence," due to new techniques.

In afternoon Dr. Brown indicated oscillator radiation problem should not be solved by allocation, and suppressors would be costly in UHF though only few dollars in VHF. He revealed RCA has developed receiver circuit eliminating dot pattern and outlined numerical values for color standards.

Mr. Chapin, under questioning by RCA counsel, conceded RCA color set employing new tri-color picture tube has "substantially" fewer tubes than projection model on which he based his report—47 as compared to 96 in projection set. He was not "positive" of immediacy of tri-color tube, said he felt receiver used by CBS in recent demonstration of its dot-interlace technique was too large for ordinary home use, and that he personally questioned whether it is essential to have color quality fully as good as monochrome's

Adrian Murphy, CBS vice president and general executive, said CBS long-playing record has shown public will stand for extra units outside receiver if benefits are sufficient.

ENTER TV PROCEEDING

EIGHT television groups slated to participate in oral argument next Friday on FCC's proposed clarification of its rule (Sec. 3.661-b) limiting separate operation of television picture and sound transmitters [TELECASTING, Dec. 12, 1949], FCC announced Friday. They will be heard in following order, each to be limited to 20 minutes: Television Broadcasters Assn.; Fort Industry Co.; NAB; ABC; KTTV (TV) Los Angeles, NBC, RCA Service Co., and WKRC-TV Cincinnati.

KTLA (TV) NAMED IN SUIT

CENTRAL CHEVROLET Co., Los Angeles, suing KTLA (TV) Hollywood in L. A.'s Superior Court in auto firm row involving Announcer Dick Lane now also reading commercials on Ford co-sponsored wrestling telecasts although under contract with Chevrolet for *Spade Cooley Time* commercials. Filed by attorneys, Getz, Aiken & Manning, suit asks $213,900 in damages for alleged loss in business.

CBS TRANSFERS JENCKS

RICHARD W. JENCKS, of CBS New York legal staff, transferred to CBS Hollywood as assistant to Ned Marr, director of legal-personnel relations. Before joining CBS in February Mr. Jencks was on NAB legal staff.

MOVIE FILM DENIAL INTERPRETED BY COY

MOTION picture producers' alleged refusal to rent films for Zenith Radio Corp. Phonevision test would involve questions "relevant to . . . qualifications" in any "factual" hearing on movie applications for station facilities but does not concern FCC's oral argument [BROADCASTING, May 1] on uniform policy for applicants who violate anti-trust and other laws, FCC Chairman Wayne Coy has advised Sen. Charles Tobey (R-N. H.).

Comments are contained in reply to Senator's suggestions [TELECASTING, May 1] that FCC inquire of producers whether they will supply films to Zenith for Phonevision fall test. Oral argument held April 24.

Chairman Coy conceded "Commission could and probably should develop the facts relating to that matter in some proceeding where the question is put to issue" and felt that in hearing on producers' applications for stations such an inquiry would be relevant. He noted oral argument concerned "legal questions" relating Commission's authority "to consider conduct which is violative of the anti-trust and other laws in the exercise of its licensing functions, and questions as to what policy, if any, should be applied to violations by an applicant. . . ."

HOOPER DATA HIT

LONG-STANDING intra-industry argument over validity of TV homes estimates and whether telephone surveys reflect accurate video audience behavior broke into general press Friday when Walter Winchell's column included quote from CBS memo to its network salesmen charging Hooper with "overestimating TV ownership" which "arbitrarily reduces the ratings of radio programs and inflates TV programs." Out of town Friday, Mr. Hooper is expected to fire statistical salvo back at CBS this week. R. C. Maddux, WOR-AM-FM-TV New York sales vice president, charged New York TV figures are "inflated" and "don't stand up in light of other research."

NYU TV PANEL NAMED

C. E. HOOPER, president, C. E. Hooper Inc., joining panel on television at Friday afternoon session of New York U's Golden Jubilee Advertising Seminar at Park Sheraton Hotel, New York, May 11-12. Other speakers are Kendall Foster, vice president, William Esty Co.; Arthur Duram, TV marketing counselor for CBS. Bruce Robertson of BROADCASTING is moderator.

TWO NAMED BY AGENCY

LESLIE R. GAGE and Rhoades V. Newbell have been named vice presidents of LeVally Agency, Chicago. Mr. Gage is former western advertising manager for McFadden's Women's Group and is in charge of media at LeVally. Mr. Newbell, account executive, was home freezer sales manager for Deepfreeze.

ABC APPOINTS PACEY

JACK PACEY, former trade news editor for ABC, named assistant to Robert Saudek, vice president in charge of public affairs for network. Arthur B. Donegan, assistant manager of ABC publicity department, also to act as trade news supervisor.

Closed Circuit

(Continued from page 4)

on technical basis that would avoid interference. Such session now is premature, since U. S. has not yet devised complete plan for TV allocations or even charted its spectrum.

IF THINGS develop as planned, former Sen. D. Worth Clark, Idaho Democrat, now engaged in Washington law practice, will run for his old seat against incumbent Sen. Glen Taylor, who was vice presidential candidate on Henry Wallace ticket last campaign. Sen. Clark owns 10% interest in KJBS San Francisco.

DEAL OF KTTV for Nassour Studios in Hollywood understood to involve $2,100,000 —largest single transaction to date in TV by individual station. Acquisition is by *Los Angeles Times*, majority stock holder in KTTV, rather than KTTV Inc., in which CBS owns 49% interest. With acquisition, large-scale syndication plans are under way using as nucleus about 25 newspaper-owned TV stations [CLOSED CIRCUIT, May 1].

FIRST official act of NAB's new general manager, William B. Ryan, was memo to department heads placing moratorium on salary boosts or promises as well as hiring of more help.

DEMISE of Sindlinger & Co.'s Radox radio measurement [BROADCASTING, May 1] does not mean end of activity of Albert E. Sindlinger in radio field. His conclusion was that Radox type of measurement was premature and that he plans to re-enter field at "appropriate time." Meanwhile he's maintaining headquarters in Philadelphia.

WASHINGTON'S radio row seething over Senate version of House-passed bill which presumably would give greater control of recording facilities to Robert J. Coar, in direct competition with radio correspondents for Congressional members' interviews. Senate would transfer recording operation to joint Congressional committee.

CONSTRUCTION expected to start soon on first Canadian coaxial cable between Montreal, Ottawa and Toronto, by Canadian National Telegraphs & Canadian Pacific Telegraphs. Cable to be used on TV between three cities, and CBC is planning a TV repeater station at Ottawa to serve capital city.

ALAN (Bud) BRANDT, promotion head of Martin Stone Productions, expected to join WNEW New York, as director of publicity and special events succeeding Richard Pack, promoted recently to program director.

LEVER BROS. summer replacement for *Amos 'n' Andy*, Sundays 7:30-8 p.m. on CBS, through Ruthrauff & Ryan expected to be *Hit the Jackpot*, sponsored a year ago by DeSoto-Plymouth.

LOBBY HEARING IN JUNE

PLANNED appearance of NAB President Justin Miller, Washington radio officials and members of Federal Communications Bar Assn. before House Select Lobbying Activities Committee set for late June, Rep. Frank Buchanan (D-Pa.) disclosed to BROADCASTING Friday. They'll testify on Buchanan proposal to exempt radio from Lobby Registration Act, on equal footing with newspapers [BROADCASTING, March 20].

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